macromedia®

FIREWORKS® 8

Getting Started with Fireworks

Trademarks

1 Step RoboPDF, ActiveEdit, ActiveTest, Authorware, Blue Sky Software, Blue Sky, Breeze, Breezo, Captivate, Central, ColdFusion, Contribute, Database Explorer, Director, Dreamweaver, Fireworks, Flash, FlashCast, FlashHelp, Flash Lite, FlashPaper, Flex, Flex Builder, Fontographer, FreeHand, Generator, HomeSite, JRun, MacRecorder, Macromedia, MXML, RoboEngine, RoboHelp, RoboInfo, RoboPDF, Roundtrip, Roundtrip HTML, Shockwave, SoundEdit, Studio MX, UltraDev, and WebHelp are either registered trademarks or trademarks of Macromedia, Inc. and may be registered in the United States or in other jurisdictions including internationally. Other product names, logos, designs, titles, words, or phrases mentioned within this publication may be trademarks, service marks, or trade names of Macromedia, Inc. or other entities and may be registered in certain jurisdictions including internationally.

Third-Party Information

This guide contains links to third-party websites that are not under the control of Macromedia, and Macromedia is not responsible for the content on any linked site. If you access a third-party website mentioned in this guide, then you do so at your own risk. Macromedia provides these links only as a convenience, and the inclusion of the link does not imply that Macromedia endorses or accepts any responsibility for the content on those third-party sites.

Copyright © 2005 Macromedia, Inc. All rights reserved. This manual may not be copied, photocopied, reproduced, translated, or converted to any electronic or machine-readable form in whole or in part without written approval from Macromedia, Inc. Notwithstanding the foregoing, the owner or authorized user of a valid copy of the software with which this manual was provided may print out one copy of this manual from an electronic version of this manual for the sole purpose of such owner or authorized user learning to use such software, provided that no part of this manual may be printed out, reproduced, distributed, resold, or transmitted for any other purposes, including, without limitation, commercial purposes, such as selling copies of this documentation or providing paid-for support services.
Part number ZFW80M100

Acknowledgments

Project Management: Charles Nadeau, Debi Robson

Writing: David Sullivan, Rosanne Conroy, Charles Nadeau

Editing: Melba Lancaster, Shawn Jackson, Linda Adler

Production Management: Patrice O'Neill

Media Design and Production: Adam Barnett, Aaron Begley, John Francis, Paul Rangel, Arena Reed, Mario Reynoso

Localization Project Management: Luciano Arruda

Special thanks to Jon Varese, Jennifer Rowe, Jay Armstrong, Alan Musselman, Maureen Keating, Matt Hoffberg, David Spells, Sheila McGinn, Andrew Wilson, Rosana Francescato, Kristin Conradi, and the entire Fireworks engineering and QA teams.

First Edition: August 2005

Macromedia, Inc.
600 Townsend St.
San Francisco, CA 94103

Contents

Chapter 1: Introduction 5

What you can do with Fireworks 5
What's new in Fireworks 8 6
Installing Fireworks 9

Chapter 2: Learning Fireworks 11

Where to start 11
Getting the most from the Fireworks documentation 11
Using the Fireworks help system 12

Chapter 3: Fireworks Basics 15

Getting to know the Fireworks workspace 15
Accomplishing basic tasks in Fireworks 25

Chapter 4: Tutorial: Creating Page Mock-ups 29

Create a working folder 30
Review your task 30
Create and save a new document 32
Import and place images 33
Create a composite of the content area 35
Place text and images 40
Export the image for the web 47

Chapter 5: Tutorial: Handling Photographs 49

Review your task 49
Batch process large image files 50
Compose the images 52
Preview and export the images 56
View the final optimized images 58

Chapter 6: Tutorial: Creating a Page Banner 61

Review your task 61
Add a background and place the logo 62
Organize your objects with layers 66
Create a contrasting background for the logo. 68
Create an outline around the banner 72
Create a slanted edge effect 74
Add a tag line to the banner. 76
Export an optimized image file 76

Chapter 7: Tutorial: Creating a Web Page 81

View the completed web page 81
Open the source file 82
Import an image 83
Slice the document 84
Create a rollover. 87
Create buttons for a navigation bar 91
Create and edit a pop-up menu 99
Optimize the document 108
Export HTML 111
Test the completed file 115

CHAPTER 1

Introduction

1

Macromedia Fireworks 8 is the definitive solution for professional web graphics design and production. It is the first production environment to address and solve the special challenges facing web graphics designers and developers.

This chapter covers the following topics:

What you can do with Fireworks 5
What's new in Fireworks 8. 6
Installing Fireworks 9

What you can do with Fireworks

You can use Fireworks to create, edit, and animate web graphics, add advanced interactivity, and optimize images in a professional environment. In Fireworks, you can create and edit bitmap and vector graphics in a single application. Everything is editable, all the time. And you can automate the workflow to meet the demands of time-consuming updates and changes.

Fireworks integrates with other Macromedia products such as Dreamweaver, Flash, FreeHand, and Director, as well as your other favorite graphics applications and HTML editors, to provide a truly integrated web solution. You can easily export Fireworks graphics with HTML and JavaScript code customized for the HTML editor you're using.

What's new in Fireworks 8

Create and optimize images for the web with precise control in an intuitive, customizable environment. New support for ActionScript and CSS (Cascading Style Sheet) formats allow Fireworks to work even more efficiently with Dreamweaver and Flash. New file formats supported, new panels and dramatically streamlined workflow optimize both your time and your images.

Optimization	
Image Editing panel	This new panel is a central location where you can access commonly used image editing tools, filters, and menu commands.
More import file formats	Fireworks 8 now supports import of QuickTime Image, MacPaint, SGI & JPEG 2000 file formats (QuickTime plug-in required for QuickTime support).
Batch processing workflow optimized	Streamlined file renaming, the ability to check file dimensions when scaling during a batch process and the addition of a status bar and log file are just a few of the optimizations to this workflow.

Take advantage of the integrated workflow in Fireworks to create and optimize images for Dreamweaver 8 and Flash Professional 8 without losing information or time with roundtrip editing. Use improved support for CSS and ActionScript, as well as feature alignment with the other Studio products.

Integrated workflow	
CSS (Cascading Style Sheet) pop-up menus	Fireworks 8 uses CSS (Cascading Style Sheet) format to create interactive Pop-up Menus. The result is clean and easy to customize code that integrates well with sites built in Dreamweaver.
Vector compatibility	Vector attributes (fills, strokes, filters and blend modes) are preserved when moving objects between Flash and Fireworks.
More slicing options	Polygon slices are inserted automatically when a selected object is a polygon path.
Recognize ActionScript color values	Fireworks recognizes ActionScript color values when copied from Flash and pasted into Fireworks color value fields.

Integrated workflow	
Use the "Save as" command to save bitmaps into different file types	Choose single-file output formats such as gif, jpg, tiff, in the "Save As" dialog.
Evolved Open, Save and Export logic	The logic used to determine the default folders in the Open, Save, Save As, Save a Copy, and Export dialogs is enhanced by reducing the amount of navigation required.
Less intrusive grids	Like Flash, grids now use a dotted line and a lighter default grid color.

Use Fireworks for visual tools to create professional quality web graphics and animations such as rollovers and pop-ups without the need to program. Exercise precise control over your images with many new creative options.

Create without complexity	
25 new blend modes	25 new choices to alter the look of your colors and objects.
Perspective shadow	Add a perspective shadow to open paths and text objects.
Solid Shadow	A new live filter that stamps the object it is applied to several times.
Mobile interface components	Mock up your mobile interface quickly with bitmap interface components.
Sample buttons, animations themes and bullets	Get started quickly with cool new assets like buttons, animations, themes and bullets.
Auto Shape Properties panel	This new panel is used to modify the properties of auto shape properties such as the Star Auto Shape, Arrow Auto Shape or Smart Polygon Auto Shape.
Live Marquee & Convert Selections (Marquee to Path and Path to Marquee)	Turn active selections into editable vector paths and the reverse. Get instant feedback on filters and settings applied to selections.
Autoname text	Layers are automatically named by the text you type in them.

Create without complexity	
Special Characters panel	Use this new panel to insert special characters directly into text blocks.
Reshape text on a path	Edit path points when text is attached.

Save time and effort with the many refinements made to common tasks.

Workflow Improvements	
Recent Fonts & Optimization remember last settings used	Recently used fonts now appear at the top of font menus. Optimization now defaults to the last settings used.
Save multiple selections	Save, restore, name and delete multiple marquee selections within PNG files.
Select objects that share an edge in the Layers panel	Shift-click to select objects that share an edge or boundary in the layers panel.
Autosave preferences	Fireworks 8 preferences are automatically saved more frequently.
Group consecutive nudges	Consecutive nudges are treated as one move.
Improved tablet support	Tablet support is improved for Path Scrubber tools and stroke pressure sensitivity.
Lock objects	Lock on a per-object basis in the Layers panel.

For more information on the new features, see the Fireworks page on the Macromedia website at www.macromedia.com/go/fireworks.

Installing Fireworks

This section explains how to install Fireworks.

Be sure to read the release notes on the Macromedia website at www.macromedia.com/go/fireworks_documentation for late-breaking information or instructions.

To install Fireworks:

1. Insert the Fireworks CD into your computer's CD-ROM drive.
2. Do one of the following:
   - In Windows, the Fireworks installation program starts automatically.
   - In Macintosh, double-click the Fireworks installer icon that appears on the desktop.
3. Follow the onscreen instructions.

   The installation program prompts you to enter the required information.
4. If prompted to do so, restart your computer.

CHAPTER 2

Learning Fireworks

2

Macromedia Fireworks 8 includes a variety of resources to help you learn the program quickly and become proficient in creating your own web graphics.

This chapter contains the following topics:

Where to start 11
Getting the most from the Fireworks documentation 11
Using the Fireworks help system 12

Where to start

If you are completely new to Fireworks, begin by reading Chapter 3, "Fireworks Basics," on page 15, and then do the tutorials.

If you have experience creating web graphics, begin by doing the tutorials in this guide, and then read "Fireworks Basics" in *Using Fireworks*.

Getting the most from the Fireworks documentation

Fireworks includes a variety of media to help you learn the program quickly and become proficient in creating your own images.

Using Fireworks is the Fireworks user manual. You can access it at any time in Fireworks help (Help > Using Fireworks). The manual is also available in PDF format on the Macromedia website at www.macromedia.com/go/fireworks_documentation.

Getting Started with Fireworks provides an interactive introduction to the key features of Fireworks. You can complete tutorials covering common Fireworks tasks, such as using the drawing and editing tools, optimizing images, and creating rollovers, navigation bars, and other interactive elements. You can access the guide at any time in Fireworks help (Help > Getting Started with Fireworks). The guide is also available in PDF format on the Macromedia website at www.macromedia.com/go/fireworks_documentation.

The Fireworks application contains many dialog boxes and tooltips that help you use the program. Tooltips appear when you move the pointer over a user interface element.

The Fireworks Support Center at www.macromedia.com/go/fireworks_support offers support and problem-solving information.

The Fireworks Developer Center at www.macromedia.com/go/fireworks_devnet presents information to help you improve your skills and learn new ones.

The Fireworks discussion group provides a lively exchange for Fireworks users, technical support representatives, and the Fireworks development team. Use a newsgroup reader to go to news://forums.macromedia.com/macromedia.fireworks.

Extending Fireworks includes information about writing JavaScript to automate Fireworks tasks. You can control every Fireworks command or setting using special JavaScript commands that Fireworks can interpret. The manual is available both in help and on the Macromedia website as a downloadable PDF.

Using the Fireworks help system

The online help system available in the Help menu provides detailed information on all tasks you can perform with Fireworks.

Accessing help

You can access online help while you work in Fireworks.

To open Fireworks Help:

- Select Help > Fireworks Help.

Searching help

You can do a full text search of Fireworks Help.

To search online help (Windows):

1. In Fireworks Help, click the Search tab.
2. Type a word or phrase in the text box, and then click List Topics.
3. Double-click a topic in the list of results to display it.

To search online help (Macintosh):

1. In Fireworks Help, type a word or phrase in the Ask a Question text box, and then press Enter.
2. Double-click a topic in the list of results to display it.

TIP

To search for a specific phrase, enclose it in double quotes.

Using the index

You can find information quickly with the index.

To use the index (Windows):

1. In Fireworks Help, click the Index tab.
2. Scroll to an index entry in the alphabetized list and double-click it to display the indexed information.

To use the index (Macintosh):

1. In Fireworks Help, click the Index link in the table of contents.
2. Click a letter and scroll to an index entry in the list.
3. Click a number beside the entry to display the indexed information.

TIP

You can start typing a keyword in the text box to quickly scroll to an index entry.

Using the Start Page

When you start Fireworks without opening a document, the Fireworks Start page appears in the work environment. The Start page gives you quick access to Fireworks tutorials, recent files, and Fireworks Exchange, where you can add new capabilities to some Fireworks features. Use the Start page much like a web page. Click any of the features you see to use them.

To disable the Start page:

1. Run Fireworks without opening a document.

   The Start page is displayed.

2. Click Don't Show Again.

Printing the Fireworks Documentation

The following books are available in PDF format on the Macromedia website at www.macromedia.com/go/fireworks_documentation:

- *Using Fireworks*
- *Getting Started with Fireworks*
- *Extending Fireworks*

You can print all or part of the PDF on your own printer or you can bring the PDF to a copy shop.

CHAPTER 3

Fireworks Basics

3

Macromedia Fireworks 8 is a versatile application for designing graphics for use on the web. You can create and edit both bitmap and vector images, design web effects such as rollovers and pop-up menus, crop and optimize graphics to reduce their file size, and save time by automating repetitive tasks. Its innovative solutions tackle the major problems facing graphic designers and webmasters.

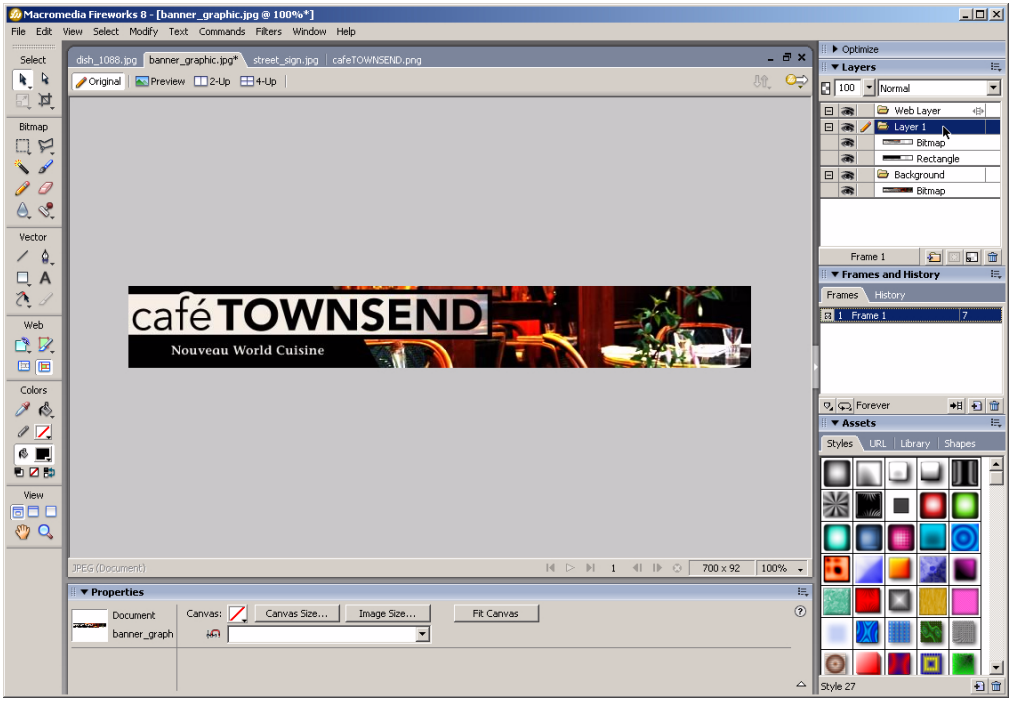
This chapter covers the following tpics:

Getting to know the Fireworks workspace 15
Accomplishing basic tasks in Fireworks 25

Getting to know the Fireworks workspace

When you open a document in Fireworks for the first time, Fireworks activates the work environment, including the Tools panel, Property inspector, menus, and other panels.

The Tools panel, on the left of the screen, contains labeled categories, including bitmap, vector, and web tool groups. The Property inspector appears along the bottom of the document and initially displays document properties; the properties change when you choose a new tool or an object in the document. The panels are initially docked in groups along the right side of the screen.



Using the Tools panel

The Tools panel is organized into six categories: Select, Bitmap, Vector, Web, Colors, and View.

About bitmap and vector graphics

Computers display graphics in either vector or bitmap format. Understanding the difference between the two formats helps you understand Fireworks, which contains both vector and bitmap tools and is capable of opening or importing both formats.

Bitmap graphics are composed of dots, called pixels, arranged in a grid. When you edit a bitmap graphic, you modify pixels rather than lines and curves. Bitmap graphics are resolution-dependent, which means that the data describing the image is fixed to a grid of a particular size. Enlarging a bitmap graphic redistributes the pixels in the grid, often making the edges of the image appear ragged.

Vector graphics render images using lines and curves, called vectors, that include color and position information. When you edit a vector graphic, you modify the properties of the lines and curves that describe its shape. Vector graphics are resolution-independent, which means you can move, resize, reshape, or change the color of a vector graphic, as well as display it on output devices of varying resolutions, without changing the quality of its appearance.

You can experiment with the bitmap and vector tools on a blank canvas in Fireworks to see the difference between the two formats.

Changing tool options

When you select a tool, the Property inspector displays tool options. Some options remain displayed as you work with the tool. For other tools, such as the basic shape, Pen, and Line tools, the Property inspector displays the properties of selected objects. For more information about the Property inspector, see "Using the Property inspector" in Fireworks Help.

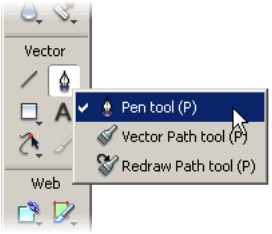
To display tool options in the Property inspector for a tool that you're already using:

- Choose Select > Deselect to deselect all objects.

For information about specific tool options, see the sections that introduce the various tools in *Using Fireworks*.

Selecting a tool from a tool group

A small triangle in the lower right corner of a tool in the Tools panel indicates that it is part of a tool group. For example, the Rectangle tool is part of the basic shape tool group, which also includes the Rounded Rectangle, Ellipse, and Polygon basic tools, as well as all of the Smart Shape tools, which appear below the divider line.



To select an alternative tool from a tool group:

1. Click the tool icon and hold down the mouse button.

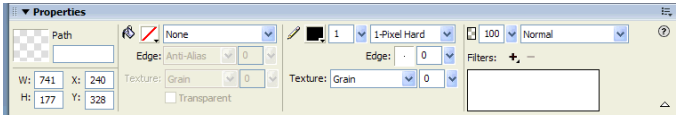
   A pop-up menu appears with tool icons, tool names, and shortcut keys. The currently selected tool has a check mark to the left of the tool name.

2. Drag the pointer to highlight the tool you want, and release the mouse button.

   The tool appears in the Tools panel, and the tool options appear in the Property inspector.

Using the Property inspector

The Property inspector lets you edit the properties of the current selection, tool, or document. By default, the Property inspector is docked at the bottom of the workspace.



The Property inspector can be open at half height, displaying two rows of properties, or at full height, displaying four rows. You can also fully collapse the Property inspector while leaving it in the workspace.

NOTE

Most procedures in *Using Fireworks* assume that the Property inspector is displayed at full height.

To undock the Property inspector:

- Drag the gripper at the upper left corner to another part of the workspace.

To dock the Property inspector at the bottom of the workspace (Windows only):

- Drag the side bar on the Property inspector to the bottom of the screen.

To expand a half-height Property inspector to full height, revealing additional options:

- Click the expander arrow in the lower right corner of the Property inspector.
- Click the icon in the upper right of the Property inspector and select Full Height from the Property inspector Options menu.

NOTE

In Windows, the Options menu is available only when the Property inspector is docked.

To reduce the Property inspector to half height:

- Click the expander arrow in the lower right corner of the Property inspector.
- Select Half Height from the Property inspector Options menu.

To collapse the Property inspector when it is docked:

- Click the expander arrow or the title of the Property inspector.
- Select Collapse Panel Group from the docked Property inspector's Options menu.

For more information about specific Property inspector options, see the appropriate sections in *Using Fireworks*.

Using panels

Panels help you edit aspects of a selected object or elements of the document. Panels let you work on frames, layers, symbols, and more. Each panel is draggable, so you can group panels together in custom arrangements.

Some panels are not displayed by default, but you can display them if you want. Some panels are not grouped with other panels by default, but you can group them if you want. When you group panels together, all panel group names appear in the panel group title bar. You can, however, assign any name you like to panel groups.

The Optimize panel lets you manage the settings that control a file's size and file type and work with the color palette of the file or slice to be exported.

The Layers panel organizes a document's structure and contain options for creating, deleting, and manipulating layers.

The Frames panel includes options for creating animations.

The History panel lists commands you recently used so that you can quickly undo and redo them. In addition, you can select multiple actions, and then save and reuse them as commands. For more information, see "Using the History panel to undo and repeat multiple actions" in *Using Fireworks*.

The Shapes panel contains Auto Shapes that are not displayed in the Tools panel.

The Styles panel lets you store and reuse combinations of object characteristics or choose a stock style.

The Library panel contains graphic symbols, button symbols, and animation symbols. You can easily drag instances of these symbols from the Library panel to your document. You can make global changes to all instances by modifying only the symbol.

The URL panel lets you create libraries containing frequently used URLs.

The Color Mixer panel (Window > Color Mixer) lets you create new colors to add to the current document's color palette or to apply to selected objects.

The Swatches panel (Window > Swatches) manages the current document's color palette.

The Info panel (Window > Info) provides information about the dimensions of selected objects and the exact coordinates of the pointer as you move it across the canvas.

The Behaviors panel (Window > Behaviors) manages behaviors, which determine what hotspots and slices do in response to mouse movement.

The Find panel (Window > Find) lets you search for and replace elements such as text, URLs, fonts, and colors in a document or multiple documents.

The Align panel (Window > Align) contains controls for aligning and distributing objects on the canvas.

The Auto Shape Properties panel (Window > Auto Shape Properties) lets you set the properties of Auto Shapes.

The Image Editing panel (Window > Image Editing) assembles the most commonly used tools for photo editing in one place.

The Special Characters panel (Window > Special Character) lets you insert special characters into your text directly from within Fireworks, rather than having to copy and paste the characters from another source.

Organizing panels and panel groups

By default, some Fireworks panels are docked on the right side of the workspace. Some panels are organized in panel groups. Other panels are not displayed initially but can be opened from the Window menu. You can undock panel groups, add panels to a group, undock individual panels, rearrange the order of docked panel groups, and collapse and close panel groups. You can also open and close individual panels.

To open a closed panel:

- Select the panel from the Window menu.

To close a panel, do one of the following:

- Select the panel name from the Window menu.
- Click the Close button in the panel title bar when the panel is undocked.

TIP

A check mark next to a panel name in the Window menu indicates that the panel is open.

To undock or move a panel group:

- Drag the panel gripper on the upper left corner away from the panel docking area on the right side of the screen.

To dock a panel group:

- Drag the panel gripper onto the panel docking area.

  As you drag a panel or panel group over the panel docking area, a placement preview line or rectangle shows where it would be placed among the groups.

To collapse or expand a panel group or panel, do one of the following:

- Click the title of the panel group or panel.

NOTE

The title bar is still visible when the panel group or panel is collapsed.

- Click the expander arrow in the upper left corner of the panel group or panel.

To undock a panel from a panel group:

- Select Group With > New Panel Group from the Options menu in the panel group's title bar. (The Group With command's name changes depending on the name of the active panel.) The panel appears in a new panel group of its own.

To dock a panel in a panel group:

- Select the name of a panel group from the Group With submenu of the panel group's Options menu. (The Group With command's name changes depending on the name of the active panel.)

To rename a panel group:

1. Click the icon in the upper right of the panel group and select Rename Panel Group from the Options menu.
2. Enter the new name.

To return panels to their default positions for your screen resolution, do one of the following:

- Select Window > Workspace Layouts > 1024 x 768.
- Select Window > Workspace Layouts > 1280 x 1024.

To hide all panels and the Property inspector:

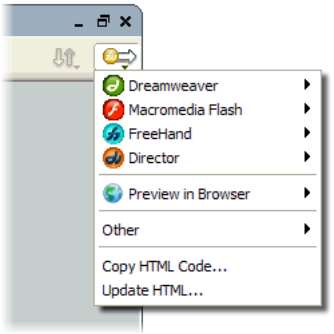
- Select Window > Hide Panels. To view hidden panels, select Window > Hide Panels again.

NOTE

Panels that are hidden when you select Hide Panels remain hidden when you deselect this command.

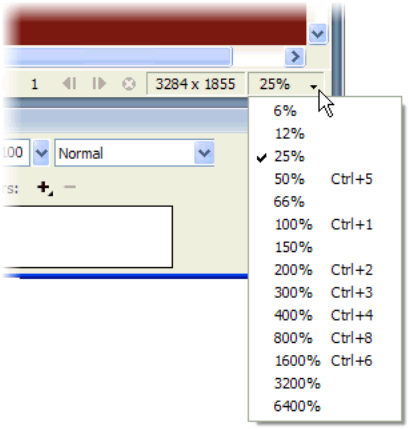
About the Quick Export button

The Quick Export button lets you export your Fireworks files to a number of Macromedia applications, including Dreamweaver, Flash, Director, and Macromedia FreeHand MX. In addition, you can export your files to Photoshop, FrontPage, Adobe GoLive, and Illustrator, or you can preview your files in the browser of your choice.

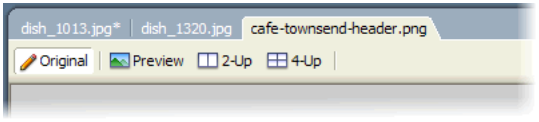


Navigating and viewing a document

You can control your document's magnification, its number of views, and its display mode. In addition, you can easily pan the view of a document, which is helpful if you zoom in and can no longer see the entire canvas.



When your document is maximized in Windows, you can easily choose among multiple open documents by using the document tabs that appear at the top of the document window. Each open document displays its filename on a tab.



Accomplishing basic tasks in Fireworks

Fireworks is a versatile application for creating, editing, and optimizing web graphics. This section describes how to accomplish basic tasks such as creating, opening, and saving files. It also describes how to convert files to other file formats. For more detailed information, see "Fireworks Basics" in *Using Fireworks*.

About graphic files

You can work with a variety of file types in Fireworks. For example, you can start with a PNG file and save it as a JPEG file or GIF file. You can create HTML files that contain JavaScript code. You can also export or save an image as a file type specific to another application, such as Photoshop or Macromedia Flash, if you want to continue working in the other application.

The following are the most common file types in Fireworks:

PNG, or Portable Network Graphic, is the native file format for Fireworks. PNG is a versatile web graphic format that can support up to 32-bit color, contain transparency or an alpha channel, and be progressive.

GIF, or Graphics Interchange Format, is a popular web graphic format for cartoons, logos, graphics with transparent areas, and animations. GIFs contain a maximum of 256 colors.

JPEG was developed by the Joint Photographic Experts Group specifically for photographic or high-color images. The JPEG format is best for digital or scanned photographs, images using textures, images with gradient color transitions, and any images that require more than 256 colors.

For information on other file types in Fireworks, see "Choosing a file type" in *Using Fireworks*.

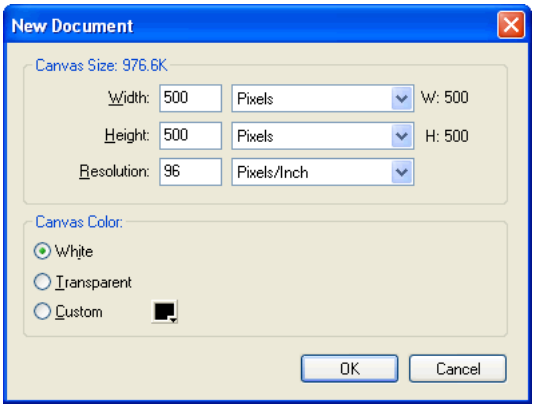
Creating new files in Fireworks

When you create a new file in Fireworks, you create a Portable Network Graphic, or PNG file. PNG is the native file format for Fireworks. You can easily convert the file to other web graphic formats, such as JPEG or GIF. For more information, see "Converting files to other formats" on page 28.

To create a new file:

1. Select File > New.

   The New Document dialog box opens.



2. Enter the canvas width and height measurements in pixels, inches, or centimeters.
3. Enter a resolution in pixels per inch or pixels per centimeter.
4. Select white, transparent, or a custom color for the canvas.

NOTE

Use the Custom color box pop-up window to select a custom canvas color.

5. Click OK to create the new document.

Fireworks creates a PNG file. Using a PNG file as your source file has the following advantages:

- The source PNG file is always editable. You can go back and make additional changes even after you export the file for use on the web.
- You can slice complex graphics into pieces in the PNG file and export them as multiple files with different file formats and various optimization settings.

Opening files in Fireworks

In Fireworks, you can easily open and edit both vector and bitmap graphics.

To open a file:

1. Select File > Open.
2. In the Open dialog box, select the file and click Open.

TIP

To open a file without overwriting the previous version, select Open as Untitled, and then save the file using a different name.

Saving files in Fireworks

After you create graphic files in Fireworks, you can save them to a new location or rename them.

To save a file:

- Select File > Save.

To save a file to a new location or to rename the file:

1. Select File > Save As.
2. In the Save As dialog box, browse to the desired location or type the new filename.
3. Click Save.

Converting files to other formats

You can easily convert files to other web graphic formats, such as JPEG or GIF.

To convert a file to a new file format:

1. Select File > Save As.
2. In the Save As dialog box, select a new file type from the Save As Type pop-up menu.
3. Click Save.

CHAPTER 4

Tutorial: Creating Page Mock-ups

4

This tutorial will guide you through the basic tasks of creating a mock-up of a web page with Macromedia Fireworks 8. Page mock-ups are typically used to show proposed page designs to colleagues or clients. Once a design is approved, the mock-up is used by web designers as a blueprint to create the page.

In this tutorial, you'll complete the following tasks:

Create a working folder. 30
Review your task 30
Create and save a new document 32
Import and place images 33
Create a composite of the content area 35
Place text and images 40
Export the image for the web. 47

Create a working folder

Before you begin, create a working folder that includes the sample files used in the tutorials in *Getting Started*. This task consists of creating the working folder on your hard disk and copying the sample files from the Fireworks application folder to the working folder.

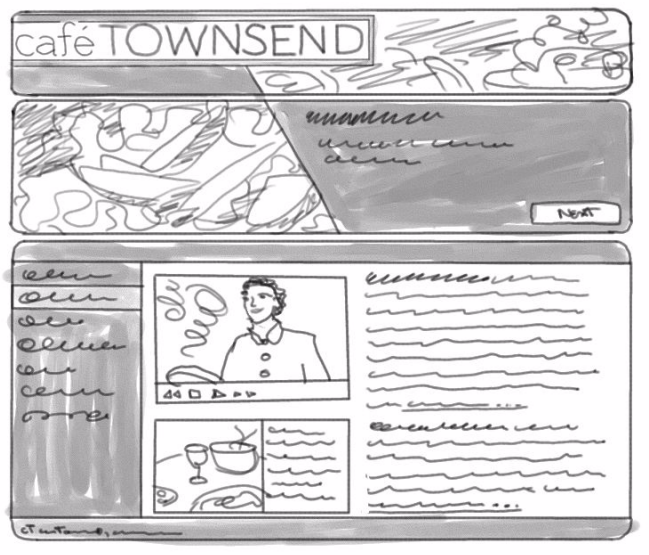
1. Create a new folder called local_sites somewhere on your hard disk. For example, create a folder called local_sites in either of the following locations:
   - (Windows) C:\Documents and Settings*your_user_name*\My Documents\local_sites
   - (Macintosh) /Users/*your_user_name*/Documents/local_sites

   On the Macintosh, there's a folder called Sites already in your user folder. Don't use that Sites folder as your local folder; the Sites folder is where you place your pages to make them publicly accessible when you're using the Macintosh as a web server.
2. Locate the cafe_townsend and global folders in the Fireworks application folder on your hard disk. If you installed Fireworks to its default location, the path to the folders is as follows:
   - (Windows) C:\Program Files\Macromedia\Fireworks 8\Tutorial_assets\
   - (Macintosh) /Applications/Macromedia Fireworks 8/Tutorial_assets/
3. Copy the cafe_townsend and global folders to your local_sites folder.

Review your task

Café Townsend, a fictional restaurant, hired your team to design and build their website. During the early planning stages of the project, members of your team met with Cafe Townsend representatives to brainstorm ideas for the website. During the meeting, your team sketched several possible designs on napkins (the meeting was held in a Cafe Townsend restaurant).

When the team returned to the office, they told you the clients particularly liked two designs, which were captured in the following napkin sketches:



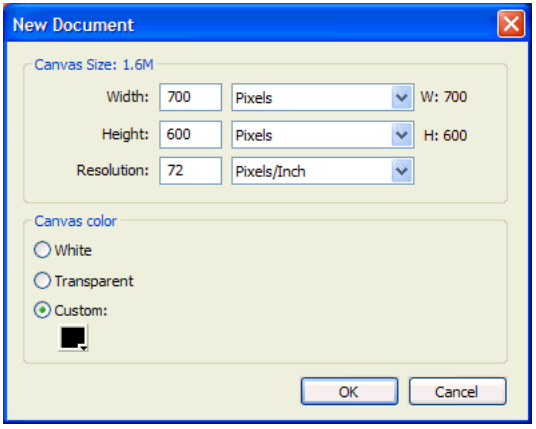
You're given the task of creating a page mock-up of the second design to show to the clients. The mock-up will look like a real web page but it won't work like one.

Create and save a new document

After previewing the completed page mock-up, you're ready to begin your project.

1. In Fireworks, select File > New.
2. In the New Document dialog box, enter **700** for the width and **600** for the height. Ensure that both measurements are in pixels.
3. Set the Canvas color to Custom and select black from the custom color menu.

   The New Document dialog box should look as follows:



4. Click OK to create the document.

   A Document window appears with a title bar that reads Untitled-1.png (Windows) or Untitled-1 (Macintosh).

   If the Document window isn't maximized, that is, if it doesn't fill the center of the screen, maximize it by clicking the Maximize button (Windows) or the zoom box (Macintosh) at the top of the Document window. This step will give you plenty of room to work.

5. Select File > Save, and then browse to the following folder on your hard disk:

   local_sites/cafe_townsend/fireworks_assets/

6. Name the file **homepage-mockup**.

NOTE

On the Macintosh, select the Add Filename Extension option if it's not already selected.

7. Click Save.

   The title bar displays the new filename with a .png extension. PNG is the native file format for Fireworks. The PNG file is your source file. It's where you'll do all of your work in Fireworks. At the end of this tutorial, you'll learn how to export your document to another format for the web.

Import and place images

Next you import images and position them on the Fireworks canvas to see how they'll fit on the final web page.

Import the banner graphic

The banner graphic you have is a mock-up of the banner you'll use on the actual page. You'll produce the final version of the banner in "Tutorial: Creating a Page Banner" on page 61".

1. Select File > Import and browse to the following folder on your hard disk:

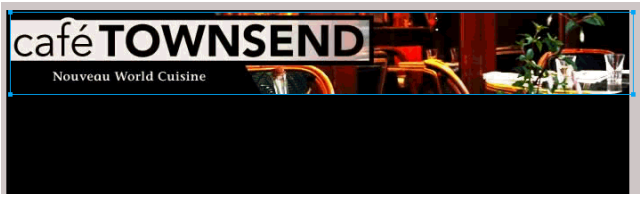
   local_sites/cafe_townsend/fireworks_assets/

2. Select banner-mockup.jpg and click Open.

   An insertion pointer appears indicating where the upper-left corner of the graphic will be positioned.

3. Align the pointer with the upper-left corner of the canvas and click to insert the banner graphic.

   The banner graphic appears surrounded by a blue frame indicating that it's the currently selected object.



4. Use the arrow keys on your keyboard to precisely align the banner graphic with the top of the canvas.

   The banner is correctly aligned if the values of its X and Y coordinates in the Property inspector are both 0. The Property inspector is located at the bottom of the Document window. If it's not visible, select Window > Properties.

5. Click anywhere outside the selected banner graphic to deselect it.
6. Save your work.

Import the slideshow placeholder image

Next, you import a placeholder image representing the size and position of a Flash-based photo slideshow that will be on the final web page. Placeholder images are valuable for representing how a composition element will look without having to accommodate the large file size or having to build the complex element in its final form.

1. Select File > Import and browse to the following folder on your hard disk:

   local_sites/cafe_townsend/fireworks_assets/

2. Double-click slideshow-placeholder.jpg.
3. Position the insertion pointer about 6 pixels below the banner graphic you imported earlier, and then click to insert the slideshow placeholder.
4. With the placeholder image still selected, use the arrow keys on your keyboard to adjust its position on the canvas.

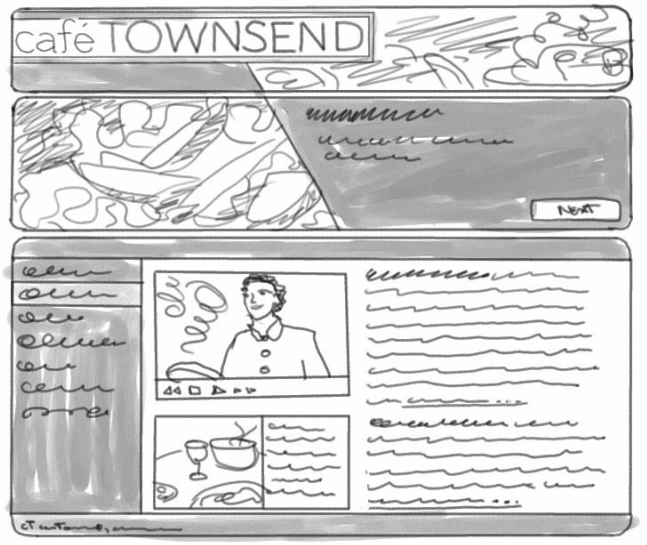
   The placeholder image is correctly aligned if the values of its X and Y coordinates in the Property inspector are 0 and 98 respectively.

5. Click anywhere outside the selected image to deselect it.
6. Save your work.

Create a composite of the content area

Now you're ready to create a mock-up of the content area of the web page. You'll draw Fireworks vector objects to graphically represent areas of the web page.

Before you begin, you review the napkin sketch to refresh your memory of the design.

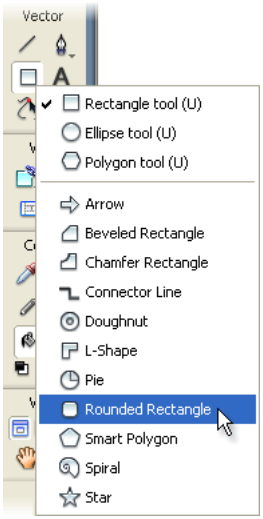


Create and edit a rounded rectangle

The first object to create is a rounded rectangle that represents the top and bottom bars of the content area. You decide to create a large rounded rectangle that defines the total extent of the content area.

1. Select the Rounded Rectangle tool in the Vector section of the Tools panel.

   The Rounded Rectangle tool is a shape tool. Click the expander icon on the shape icon to select it.



2. In the Document window, position the cross-hair pointer over the canvas, and drag downward and to the right to create the shape.

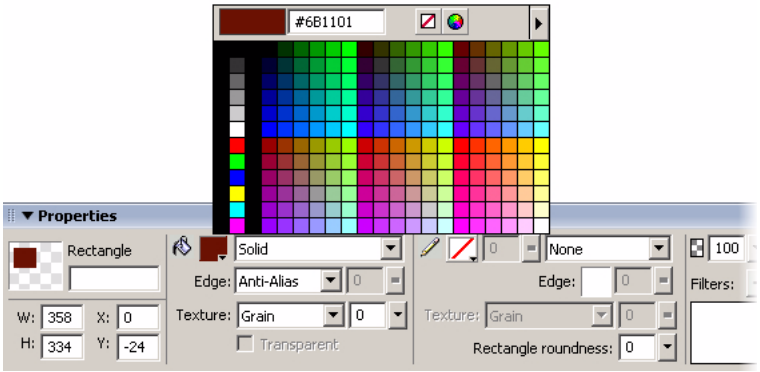
   You can draw the rounded rectangle anywhere on the canvas. Don't worry about size and position at this point; you'll resize and position it later in this procedure.

3. When you release the mouse button, a rounded rectangle appears, selected, in the area you defined.

   You can see when an object is selected because it displays blue corner points. Most objects also have a blue highlight around their outer edges, but rectangles are an exception. A rounded rectangle shape also has control points that appear as yellow diamonds. These control points let you change the size and corner roundness of the rounded rectangle.

4. With the rounded rectangle still selected, in the Property inspector, click the Fill Color box next to the bucket icon.

   The Fill Color pop-up window opens.

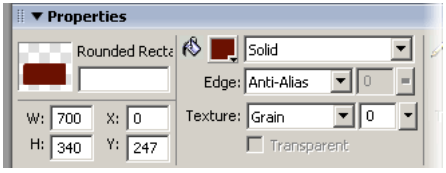


5. Type **6B1101** in the text box at the top of the window, and then press Enter.
6. Click the Stroke Color box next to the pencil icon, and then click the Transparent button at the top of the Stroke Color pop-up window. (It should be selected by default.)

The rounded rectangle now has a dark red fill and no stroke.

Next, you need to resize and position the rounded rectangle. You decide to do this precisely with the Property inspector.

1. With the rounded rectangle still selected, in the Property inspector, type **700** in the width box (W), type **340** in the height box (H), type **0** for the X position, type **255** for the Y position, and then press Enter to apply the last value.



NOTE

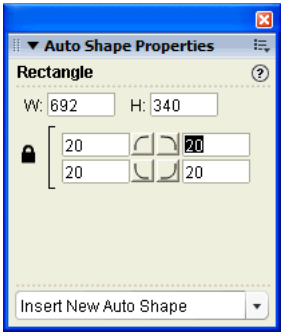
The Y position is only an approximation. You can alternatively use the arrow keys to nudge the rounded rectangle up or down until it is about 6 pixels below the slideshow placeholder image.

After resizing the rounded rectangle, you notice that the rounded edges are distorted. You want to adjust these to create appropriately rounded corners.

The rounded rectangle is a Fireworks Auto Shape, so you can use the Auto Shape Properties panel to adjust the roundness of the corners.

1. With the rounded rectangle still selected, open the Auto Shape Properties panel by selecting Window > Auto Shape Properties (not Window > Auto Shapes).
2. Enter **20** for the roundness of the first corner, and then press Enter.

   Because the values are locked, changing one roundness value changes all the other values.



   At the same time, Fireworks adjusts the corners of the shape on the canvas.
3. Close the Auto Shapes Properties panel, and then click anywhere outside the canvas to deselect the rounded rectangle.
4. Save your work.

Create a navigation sidebar area

Next, you decide to create a rectangle to define the navigation sidebar for the web page.

1. Select the Rectangle tool in the Vector section of the Tools panel.
2. Position the cross-hair pointer in the rounded rectangle you drew earlier and drag downward and to the right to create a vertical rectangle for the sidebar.

   You can draw the rectangle anywhere on the canvas. You'll resize and position it later.

   When you release the mouse button, a rectangle appears, selected, in the area you defined.

Next, you need to give the rectangle an orange fill.

1. With the rectangle still selected, in the Property inspector, click the Fill Color box next to the bucket icon.

   The Fill Color pop-up window appears.

2. Type **A3210A** in the text box at the top of the window, and then press Enter.
3. Click the Stroke Color box next to the pencil icon, and then click the Transparent button at the top of the Stroke Color pop-up window.

The rectangle now has an orange fill and no stroke.

Next, you need to resize and position the rounded rectangle. You decide to do this precisely with the Property inspector.

1. With the rectangle still selected, in the Property inspector, type **140** in the width box (W), type **295** in the height box (H), type **0** for the X position, type **278** for the Y position, and then press Enter to apply the last value.

NOTE

The Y position is only an approximation. You can use the arrow keys to nudge the rounded rectangle up or down until it is centered vertically with the rounded rectangle you drew earlier. The difference in height between the two objects is 45 pixels, so the top of the orange rectangle should be 22 or 23 pixels below the top of the dark red rounded rectangle.

2. Save your work.

Create the copy area

Finally, you need to create an off-white rectangle to represent the area where the web page's text will appear.

1. Select the Rectangle tool in the Vector section of the Tools panel.
2. Position the cross-hair pointer in the rounded rectangle you created earlier and drag downward and to the right to create a horizontal rectangle for the copy area.

   You can draw the rectangle anywhere on the canvas. You'll resize and position it later.

   When you release the mouse button, a rectangle appears, selected, in the area you defined.

Now you need to give the rectangle an off-white fill.

1. With the rectangle still selected, in the Property inspector, click the Fill Color box next to the bucket icon.

   The Fill Color pop-up window appears.

2. Type **F7EEDF** in the text box at the top of the window, and then press Enter.
3. Click the Stroke Color box next to the pencil icon, and then click the Transparent button at the top of the Stroke Color pop-up window.

The rectangle now has an off-white fill and no stroke.

Next, you need to resize and position the rounded rectangle. You decide to do this precisely with the Property inspector.

1. With the rectangle still selected, in the Property inspector, type **560** in the width box (W), type **295** in the height box (H), type **140** for the X position, and type **278** for the Y position, and then press Enter to apply the last value.

NOTE

The Y position should be identical to the Y position of the sidebar rectangle.

Place text and images

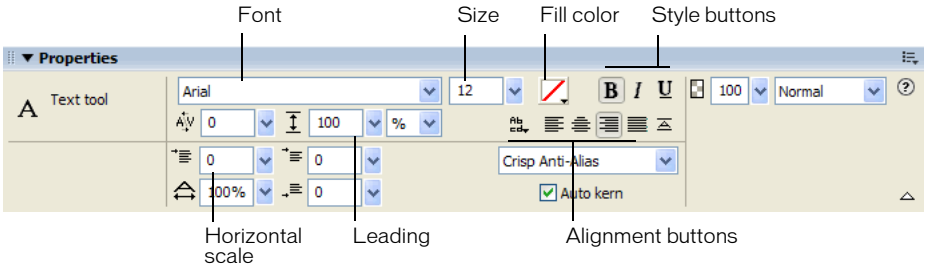
After creating the mock-up of the content area, you decide to create some text boxes to represent the content and navigation links, and import images to represent other features of the content area.

Place placeholder text for the links

The first element to create is the text representing the navigation links.

1. Select the Text tool in the Vector section of the Tools panel, and move the pointer over the Document window.

   The pointer changes to an I-beam, and the Property inspector displays text properties.



2. In the Property inspector, set the following tool properties:
   - From the Font pop-up menu, select TrebuchetMS.

NOTE

If you don't have TrebuchetMS, select Verdana or a similar font instead.

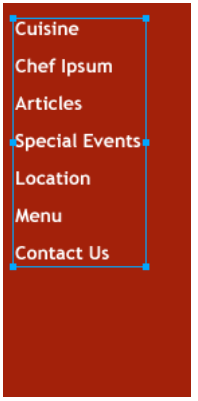
   - Click the Bold button.
   - Enter **14** as the font size.
   - Select Smooth Anti-Alias as the anti-aliasing level.
   - Click the Color icon next to the font size menu and select the white swatch.
   - Click the Left Alignment button.
   - Enter **200** as the leading percentage next to the vertical, two-headed arrow icon.
3. With the I-beam pointer, click once near the upper-left corner of the sidebar rectangle.

   This step creates an empty text block.
4. Type **Cuisine** in the text block, and then press Enter to start a new line.

   The width of the text block expands as you type.

5. Type the following items, pressing Enter after each to start a new line:
   - Chef Ipsum
   - Articles
   - Special Events
   - Location
   - Menu
   - Contact Us

   When you complete this step, you have a text block representing the navigation links.



6. Click the Pointer tool in the Tools panel to deselect the text box.
7. Save your work.

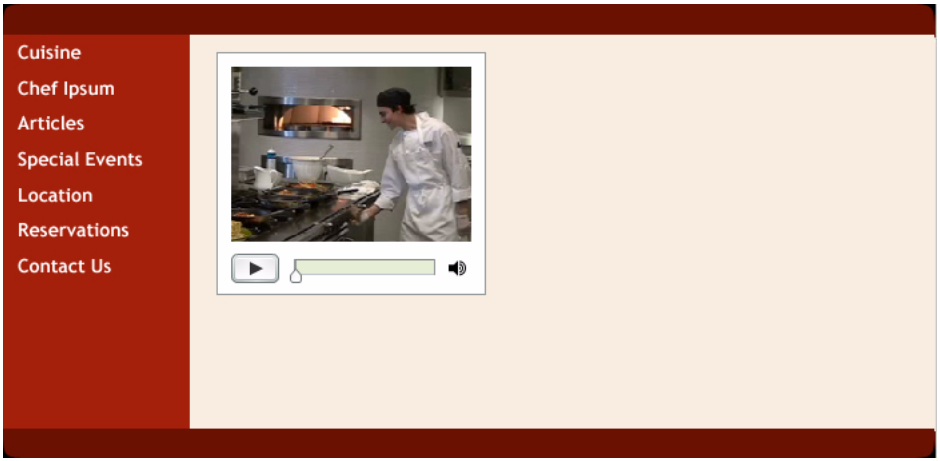
Place a placeholder image for the video

Next, you add a placeholder image in the main content area to represent a video that will run on the final web page. See "Review your task" on page 30.

1. Select File > Import and browse to the following folder on your hard disk:

   local_sites/cafe_townsend/fireworks_assets/
2. Select video-placeholder.jpg and click Open.

3. Position the insertion pointer about 6 pixels below and to the right of the upper-left corner of the off-white copy area, and then click to insert the image.



4. With the placeholder image still selected, use the arrow keys on your keyboard to adjust its position.
5. Click anywhere outside the selected image to deselect it.
6. Save your work.

Place a placeholder image for the featured item

Next, you add a placeholder image in the main content area to represent a featured menu item to be displayed on the final web page. See "Review your task" on page 30.

1. Select File > Import and browse to the following folder on your hard disk:

   local_sites/cafe_townsend/fireworks_assets/
2. Select feature-placeholder.jpg and click Open.
3. Position the insertion pointer about 6 pixels below the video-placeholder image, and then click to insert the image.

4. With the placeholder image still selected, use the arrow keys on your keyboard to adjust its position.

   You want to position the image so that its left edge aligns with the left edge of the video placeholder image.

5. Click anywhere outside the selected image to deselect it.
6. Save your work.

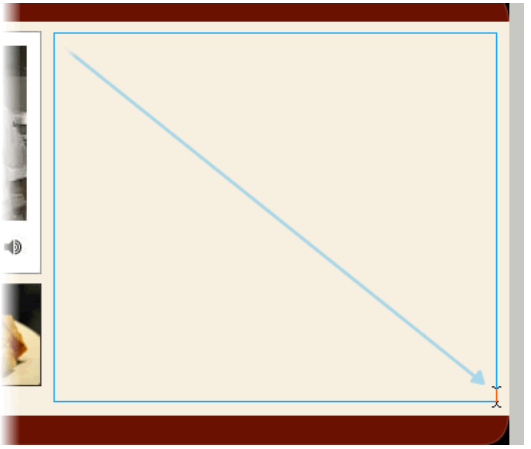
Add placeholder text for the page copy

Finally, you will draw an empty text box and import some placeholder text into it to represent the page copy.

1. In the Vector section of the Tools panel, select the Text tool.
2. In the Property inspector, set the following tool properties:
   - From the Font pop-up menu, select Verdana.
   - Enter **11** as the font size.
   - Make sure the Bold button is not selected.
   - Click the Color box, type **240E0A** in the text box at the top of the Color window, and then press Enter.
   - Enter **200** as the leading percentage next to the vertical, two-headed arrow icon.

3. Position the I-beam pointer about 6 pixels from the upper-right corner of the video-placeholder image, and then drag down and to the right to draw a text box.

   Ensure that there is about a 6-pixel margin on all sides.



4. Type or paste about two paragraphs of placeholder text in the text box.

   Because the text represents where text would be for the web page, it doesn't need to say anything. You can paste the text in the loremipsum.txt file located in the following folder:

   local_sites/cafe_townsend/fireworks_assets/

Now that you've created the basic text blocks, you decide to modify some of the text so that the paragraphs begin with highlighted text and have text at the end of each paragraph that simulate links.

1. Select the Text tool in the Vector section of the Tools panel, and then select the first three words of the first paragraph.
2. In the Property inspector, do the following:
   - Click the Bold button.
   - Click the Color box, type **6B1101** in the text box at the top of the Color window, and then press Enter.
3. Repeat these steps for the first three words in the second paragraph.

Now you add a line of text at the end of each paragraph and make it look like a web link.

1. Click the I-beam pointer at the end of the first paragraph and press the spacebar on your keyboard.
2. Type **Learn more**, and then select the text you just typed.
3. In the Property inspector, do the following:
   - Click the Underline button.
   - Click the Color box, type **32596E** in the text box at the top of the Color window, and then press Enter.
4. Click the I-beam pointer at the end of the second paragraph and press the spacebar on your keyboard.
5. Type **Make a reservation**, and then select the text you just typed.
6. In the Property inspector, do the following:
   - Click the Underline button.
   - Click the Color box, type **32596E** in the text box at the top of the Color window, and then press Enter.
7. Click the Pointer tool in the Tools panel to deselect the text.
8. Save your work.

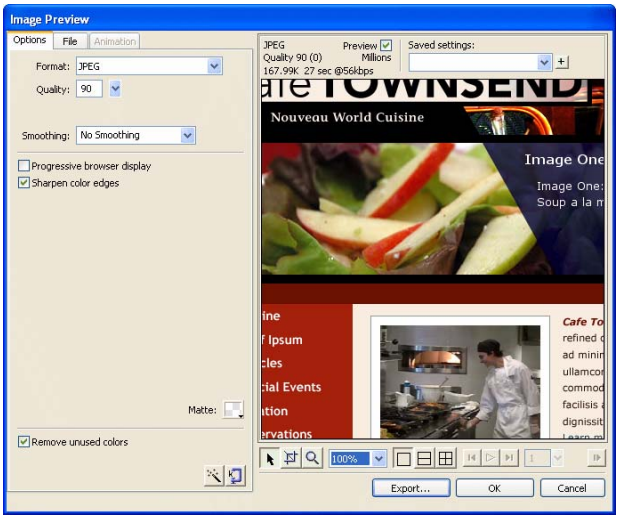
Export the image for the web

The mock-up of the Cafe Townsend homepage you created should look as follows:

completed-mockup.png @ 100%
Original
Preview
2-Up
4-Up
café TOWNSEND
Nouveau World Cuisine
Image One
Image One: Special of the day
Soup a la mode
Next
Cuisine
Chef Ipsum
Articles
Special Events
Location
Reservations
Contact Us
Cafe Townsend offers an exceptional variety of refined cuisine from around the galaxy. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consecuter illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissit augue duis dolore te feugait nulla facilisi.
Learn more...
Consecuter elit nonsense an exceptional variety of refined cuisine from around the world. Ut wisi enim ad minim veniam, quis nostrud cuanto suscipit lobortis nisl ut aliquip exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Make a reservation...
1
700 x 600
100%

Next, you decide to export the PNG file to a JPEG file that you can display on an internal website or e-mail to your colleagues or clients.

1. Select File > Image Preview.



2. In the Format pop-up menu, select JPEG.
3. In the Quality text box, type **90**, or use the Quality slider.

   Because this image will not be used on a public web page, you don't need to be concerned about file size and download time. Otherwise, a quality setting of 90 might be too high.

   In the area above the preview image, you can see how your settings affect the file size and download time.
4. Click Export.

   The Export dialog box appears.
5. Browse to the following folder:

   local_sites/cafe_townsend/fireworks_assets/
6. Click Export.

   Fireworks creates a JPEG version of your page mock-up in the fireworks_assets folder. Your PNG file still exists and you should use it to edit the mockup in response to feedback. After you complete each revision, export it again.

In this tutorial, you completed a page mock-up. You learned to create and save Fireworks files, import and place images, draw vector shapes, place text and images, and export images.

For detailed information about any of the features covered in this tutorial, and for information on additional Fireworks features, see *Using Fireworks*.

CHAPTER 5

Tutorial: Handling Photographs

5

This tutorial will guide you through the basic tasks of optimizing photographs with Macromedia Fireworks 8. You will learn how to batch process the files, and to compose and export a group of images.

In this tutorial, you'll complete the following tasks:

Review your task 49
Batch process large image files 50
Compose the images. 52
Preview and export the images. 56
View the final optimized images 58

Review your task

According to the page mock-up you created previously, the Cafe Townsend website will include a Flash-based photo slideshow.

You are provided with six digital photographs of dishes from the restaurant menu. Your task is to prepare the images for the slideshow. They need to be of good quality yet small enough to download quickly. Also, the size of each image must be 700 pixels by 150 pixels to fit the dimensions of the slideshow.

NOTE

For a tutorial on creating the slideshow in Flash, see the Macromedia Flash 8 tutorials.

Batch process large image files

When the source of your image files is a digital camera, you probably won't be able to use the images directly as web graphics. The size and resolution are much too great. You may also want to alter the composition so that only parts of the photographs are used.

When all the image files require the same adjustments, you can eliminate the time-consuming process of opening and modifying each file by batch processing the image files.

For the Cafe Townsend project, you decide to batch process the six JPEG files downloaded from a digital camera. You want to perform the following actions to all the files:

- Because the images have different dimensions, you want to resize them so they are all same width.
- Because the filenames are not very informative, you want to add a "dish_" prefix to the filenames to better describe the images.

The first step is to select the files you want to process.

If you haven't already set up a working folder, you must do so before you begin. For instructions, see "Create a working folder" on page 30.

1. In Fireworks, select File > Batch Process.

   The Batch dialog box appears.

2. Browse to the following folder on your hard disk:

   local_sites/cafe_townsend/fireworks_assets/camera_files

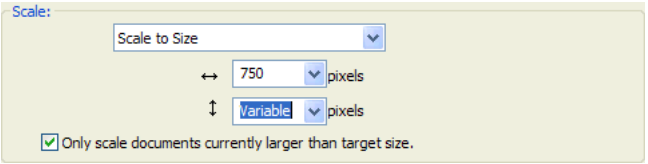
   The folder contains six JPEG images downloaded from a digital camera.

3. To quickly select all the files for the batch, click Add All, and then click Next.

   The Batch Process dialog box appears. This dialog box lets you specify the actions you want to perform on a batch of files. In this case, you want to scale and rename your files.

4. Under Batch Options, select Scale, and then click Add to include the action in the batch process.

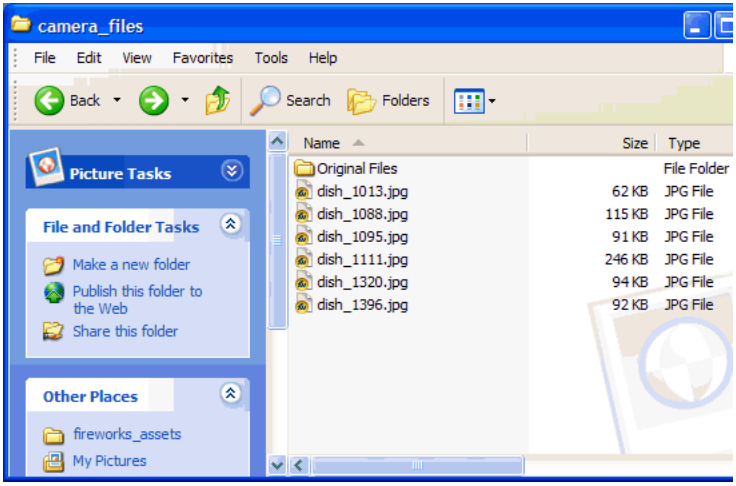
5. In the Scale box at the bottom of the dialog box, select Scale to Size from the list, and then set the size dimensions as follows:
   - Type **750** in the width box.
   - For the height, select Variable from the list.



6. Under Batch Options, select Rename, and then click Add to include the action in the batch process.
7. In the Rename box at the bottom of the dialog box, select the Add Prefix option and enter **dish_** in the text box.
8. Click Next to move to the next screen.
9. Make sure the Same Location As Original File option is selected, and then click Batch to start the batch process.

   Fireworks scales all the images and adds a dish_ prefix to each filename. When prompted, click OK to finish the process.

   When you look at the files in the camera_files folder, you notice that Fireworks has placed the original image files in a folder called Original Files. You also notice that the scaling operation has significantly reduced the size of the files.



Compose the images

The next step is to compose the images to appear in the slideshow. Each image must be 700 pixels by 150 pixels to fit the dimensions of the slideshow. However, because each image you batch processed is larger than the slideshow dimensions, you must choose, or compose, an interesting 700 x 150 image from each larger image.

One option is to open each image, crop it, and export it. However, you decide to take a more efficient approach: create a single image file that holds all six images while still letting you compose and export the images at any time.

You begin by creating the image source file. In the next section, you'll add frames to the file, place an image in each frame, and compose the images. You'll then be able to export all six images in one operation.

1. In Fireworks, select File > New.
2. In the New Document dialog box, enter **700** for the width and **150** for the height.

   Make sure that both measurements are in pixels.
3. Set the canvas color to White, and then click OK to create the image source file.
4. If the Document window isn't maximized, that is, if it doesn't fill the center of the screen, maximize it by clicking the Maximize button (Windows) or the zoom box (Macintosh) at the top of the Document window. This step will give you plenty of room to work.
5. Select File > Save.
6. Browse to the following folder on your hard disk:

   local_sites/cafe_townsend/fireworks_assets/
7. Name the file **ImageSource.png** and click Save.

As you complete the tutorial, remember to save your work often by selecting File > Save.

TIP

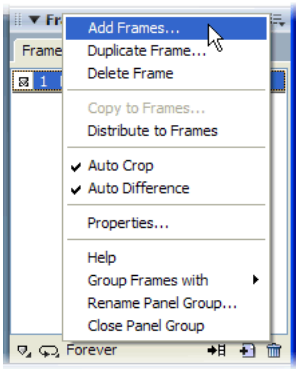
While completing the tutorial, you may find it useful to undo a change you've made. Fireworks can undo several of your recent changes, depending on the number of undo steps you set in Preferences. To undo the most recent change, select Edit › Undo.

Create and name frames

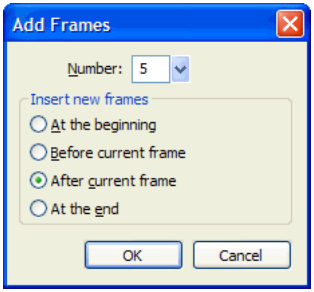
Next, you create several frames in the ImageSource.png file to hold the image files that you processed earlier.

Frames are a Fireworks feature that are typically used to create animations and rollovers. In this case, you use frames to hold the individual photos before you export them to separate files all at once.

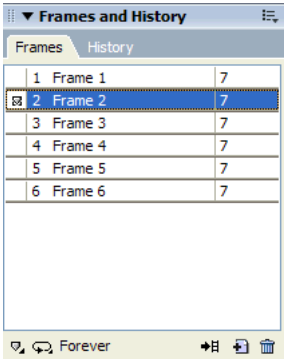
1. Make sure the ImageSource.png file is open in Fireworks.
2. Select Window > Frames to open the Frames panel.
3. Click the context menu on the upper right corner of the panel, and then select Add Frames.



4. In the Add Frames dialog box, enter 5 as the number of new frames, make sure the After the Current Frame option is selected, and click OK.



Fireworks adds five new frames to the existing one, giving you a total of six.



By default, Fireworks names the new frames Frame 2, Frame 3, and so on. You want to rename the frames to reflect the filenames for the images you'll export later in this tutorial.

5. In the Frames panel, double-click Frame 1.
6. Type **Image0** in the textbox that appears, and then press Enter to accept the new name.

NOTE

The Flash developer in charge of creating the slideshow has asked you to start the numbering at 0 for coding reasons.

7. Continue renaming the frames **Image 1**, **Image 2**, and so on.

   When you export the images later in this tutorial, Fireworks will automatically name the exported files with the frame names.
8. Save your work.

Place and compose an image in each frame

Now that you created six frames, you want to import the files you processed earlier into each of the frames. Once imported, you can easily compose each image by dragging it around the canvas. Using frames to store and manipulate the images also allows you to export them all at once with the file settings you want.

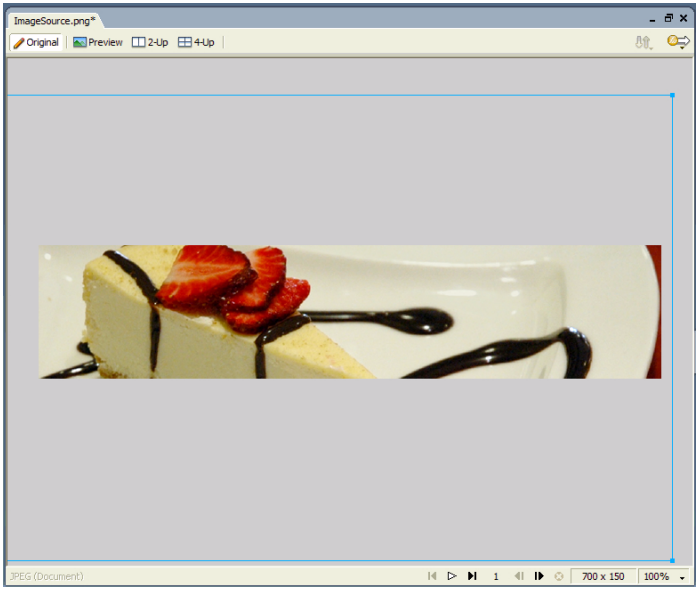
1. In the Frames panel, select the first frame.
2. Select File > Import and browse to the following folder on your hard disk:

   local_sites/cafe_townsend/fireworks_assets/camera_files
3. Select dish_1013.jpg and click Open.
4. Align the insertion pointer just outside the upper-left corner of the canvas as shown in the following illustration, and then click to insert the image.

   The image appears, selected, on the canvas.

   The image is larger than the canvas, as indicated by its blue outline. Instead of cropping the image, you'll move it until the part of the image you want appears in the "window" created by the canvas. When you export the image later in the tutorial, it'll be cropped so that its height and width match the canvas size (700 x 150 pixels).

5. To compose the image, drag it until the part you want appears in the window created by the canvas.

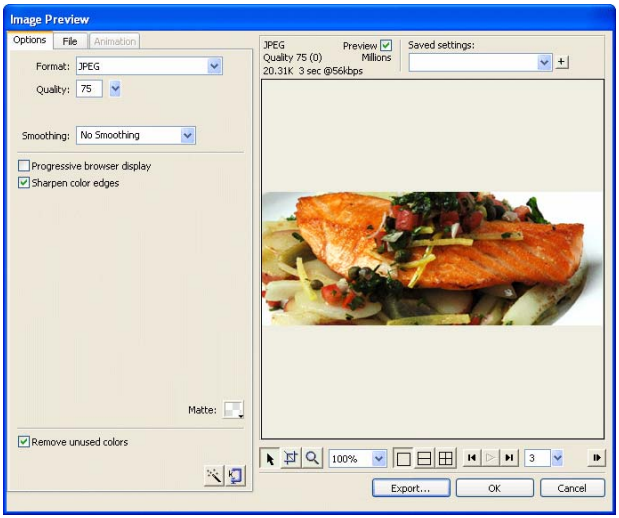


6. Click anywhere outside the selected image to deselect it.
7. Repeat steps 1 through 6 for the remaining five images, making sure to select a new, empty frame before importing each image.
8. Save your work.

Preview and export the images

Your image source file now contains six frames with six images. Holding the images in frames lets you export them all at once with the file settings you want, as follows.

1. Select File > Image Preview.



2. In the Image Preview dialog box, do the following:
   - In the Format pop-up menu, select JPEG.

     The JPEG format is best for digital or scanned photographs, images using textures, images with gradient color transitions, and any images that require more than 256 colors. For more information on format choices, see"About graphic files" on page 26.
   - In the Quality text box, type 75, or use the Quality slider.
   - Select the Sharpen Color Edges option.
   - Click Export.
3. In the Export dialog box that appears, browse to the following folder on your hard disk:

   local_sites/cafe_townsend/images/
4. Select Frames to Files in the Export pop-up menu.
5. Make sure that Trim Images is not selected.
6. Click Export.

   Fireworks exports each frame as a separate image file to the images folder using the name of the frame for the filename.

View the final optimized images

After exporting the images, you can see how they look by opening them in Fireworks.

You'll notice the following:

- All images are cropped to display the composition you created when you positioned the images on the canvas.
- All images are uniformly 700 pixels wide and 150 pixels high, and have a resolution of 72 pixels per inch.

The following tables indicate how the final images differ from the original JPEG files that the digital camera created:

Original digital camera files

Filename	File dimensions	File size
1013.jpg	1679 x 1170 pixels	402K
1088.jpg	2920 x 1876 pixels	1732K
1095.jpg	2063 x 1444 pixels	753K
1111.jpg	3040 x 1840 pixels	2831K
1320.jpg	3284 x 1855 pixels	1364K
1396.jpg	3346 x 2000 pixels	1435K

Final images

Filename	File dimensions	File size
Image0	700 x 150 pixels	12K
Image1	700 x 150 pixels	16K
Image2	700 x 150 pixels	23K
Image3	700 x 150 pixels	19K
Image4	700 x 150 pixels	21K
Image5	700 x 150 pixels	14K

The final images have the uniform dimensions you need and have much smaller file sizes, which is critical for public websites.

In this tutorial, you learned to batch process large images files, create and name frames, place images on frames, and to preview and export files. For detailed information about any of the features covered in this tutorial, and for information on additional Fireworks features, see *Using Fireworks*.

CHAPTER 6

Tutorial: Creating a Page Banner

6

This tutorial will guide you through the task of designing a page banner with Macromedia Fireworks 8. You'll learn to import image assets, work with layers, shapes, masks, and text, and optimize and export the finished banner graphic.

In this tutorial, you'll complete the following tasks:

Review your task 61
Add a background and place the logo 62
Organize your objects with layers 66
Create a contrasting background for the logo 68
Create an outline around the banner 72
Create a slanted edge effect 74
Add a tag line to the banner 76
Export an optimized image file 76

Review your task

During the planning stages of the Cafe Townsend project, several possible designs for a banner graphic were discussed. The following is a sketch of the design approved by the Cafe Townsend representatives:

You are provided with a set of assets. Your task is to create the final banner for the website based on the design sketch.

Add a background and place the logo

After you create a new PNG file for the banner, you want to import a photo to serve as the background image for the graphic. You also want to import the Cafe Townsend logo.

You start by creating a new PNG file for the banner.

If you haven't already set up a working folder, you must do so before you begin. For instructions, see "Create a working folder" on page 30.

1. In Fireworks, select File > New.
2. In the New Document dialog box, do the following:
   - Enter **700** for the width and **92** for the height. Ensure that both measurements are in pixels.
   - Set the canvas color to Custom and select black from the custom color menu
3. Click OK to create the document.

   If the Document window isn't maximized, that is, if it doesn't fill the center of the screen, maximize it by clicking the Maximize button (Windows) or the zoom box (Macintosh) at the top of the Document window. This step will give you plenty of room to work.
4. Select File > Save and browse to the following folder on your hard disk:

   local_sites/cafe_townsend/images/
5. Name the file **banner_graphic.png**.

NOTE

On the Macintosh, select the Add Filename Extension option if it's not already selected.

6. Click Save.

Import the background image

The background of the banner graphic consists of a photograph of the interior of a Cafe Townsend restaurant. You want to import the photograph in your document, and then adjust it to fit the dimensions of the banner.

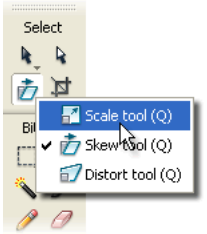
1. With the banner_graphic.png file open in Fireworks, select File > Import and browse to the following folder on your hard disk:

   local_sites/cafe_townsend/fireworks_assets/

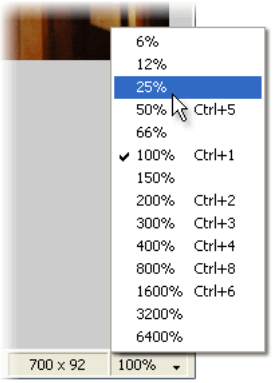
2. Select cafePhoto.jpg and click Open.
3. Align the insertion pointer with the upper-left corner of the canvas as shown in the following illustration, and then click to insert the image.

   The image appears, selected, on the canvas. The image is larger than the canvas, as indicated by its blue outline. To make it fit the way you want, you scale and position the photo.

4. With the image still selected, select the Scale tool in the Tools panel (or press Q).

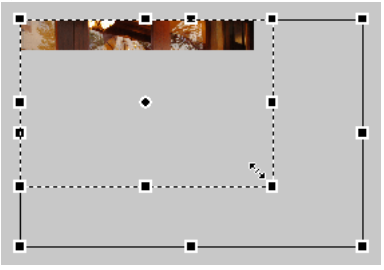


5. Zoom out to view the entire photo by using the magnification pop-up menu in the lower right corner of the Document window.



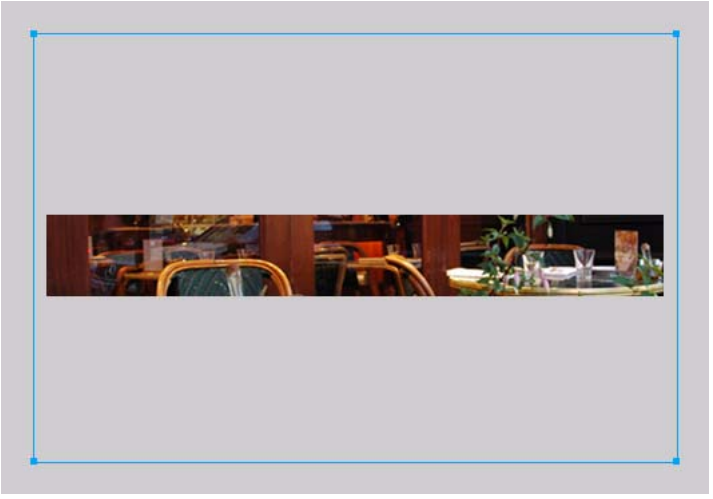
6. With the Scale tool, reduce the size of the photo by about 25 percent by clicking the selection point in the lower right corner of the photo and dragging the mouse towards the upper-left corner.

   Moving a corner selection point with the Scale tool scales the photo proportionately.



7. Click the photo and drag it so that the canvas displays the part of the photo that you want to be visible in the banner.

   Move the photo to compose an interesting image for the banner graphic's background.



8. Once you're satisfied with the image, save your work.

Import the logo

Next you import a vector-based graphic of the Cafe Townsend logo. Vector graphics are one of two types of graphics you can create, import, or modify in Fireworks. For more information, see "About bitmap and vector graphics" on page 17.

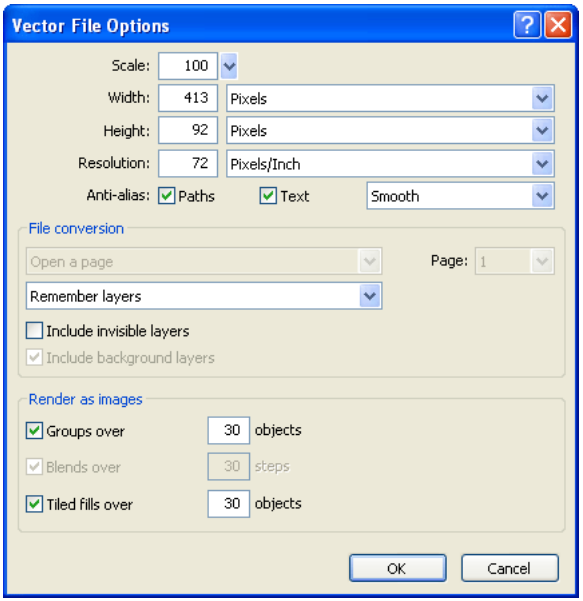
The file you import was created as a vector graphic in Fireworks and saved in the Adobe Illustrator format (an AI file), a common format for graphic design work.

1. With the banner_graphic.png file open in Fireworks, zoom in to full size by selecting 100% from the magnification pop-up menu if you haven't done so already.
2. Select File > Import and browse to the following folder on your hard disk:

   local_sites/cafe_townsend/fireworks_assets/

3. Select cafeLogo.ai and click Open.

   The Vector File Options dialog box appears. This is where you can adjust how a vector file is imported.



4. Click OK to accept the default options.
5. Position the insertion pointer inside the upper-left corner of the banner and click to insert the graphic.

   At this point the logo is not clearly visible because it's black and transparent against the dark background image. You'll highlight it later so that it better stands out.
6. Save your work.

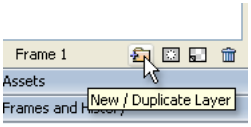
Organize your objects with layers

Now that you imported two graphics into your document, you want to arrange them in layers so that you can more easily organize the banner's composition and manipulate its elements.

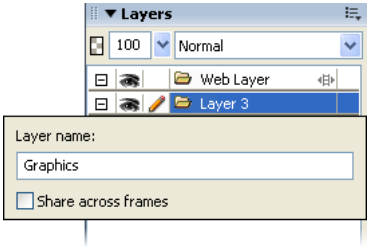
Specifically, you want to organize the elements on three layers—one layer for the background, a second layer for the logo, and a third layer for other graphics. To better identify the elements on each layer, you also want to give each layer a name that clearly indicates what's on the layer.

1. Make sure the banner_graphic.png file is open in Fireworks.
2. If the Layers panel is not already open, select Window > Layers.

   So far the banner graphic contains a single layer called Layer 1.
3. At the bottom of the panel, click the New/Duplicate Layer button twice to create two more layers.



4. Rename the layers by double-clicking each one and entering the following names in the Layer Name textbox that appears:
   - For Layer 3, **Graphics**
   - For Layer 2, **Logo**
   - For Layer 1, **Background**



5. Change the layer stacking order by clicking the Graphics layer and dragging it below the Logo layer.

   A dark line indicates where the object will be dropped if you release the mouse button at that time. To place an element on a layer, release the mouse button when the dark line appears at the bottom of the layer.

TIP

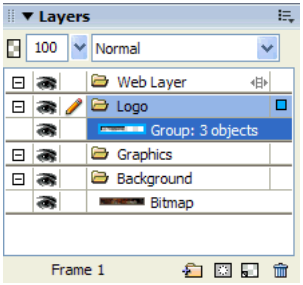
It's always a good idea to name your layers so that you can easily identify them later. When a document gets large and contains many layers and objects, it can be difficult to manage them if your layers and objects don't have unique names.

ABOUT...

More about layers Layers divide a Fireworks document into discrete planes. A document can consist of many layers, and each layer can contain many objects. In Fireworks, the Layers panel lists the layers in a document and the objects that each layer contains.
The objects and layers in the Layers panel show the order of how these elements are stacked in the composition. Layers or objects higher in the panel will cover layers and objects that are below them in the panel. By rearranging the stacking order of layers or of objects within a layer you can create the effect of objects that mask, or block out, other objects.

6. Drag the logo image (called "Group: 3 objects") from the Background layer to the Logo layer.

   The Layers panel should look as follows:



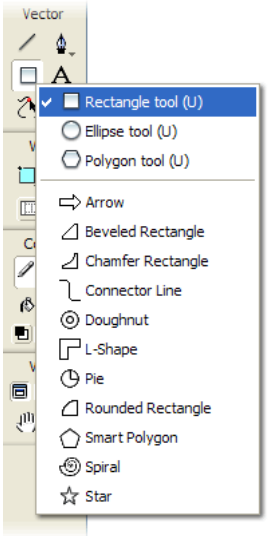
7. Save your work.

Create a contrasting background for the logo

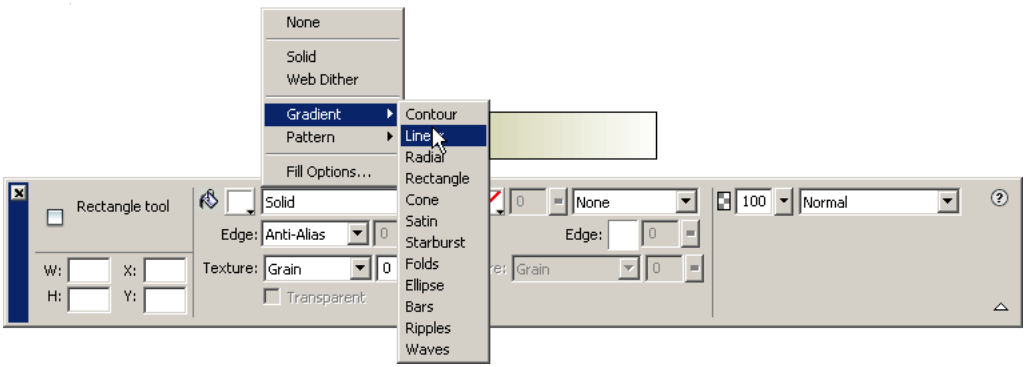
The Cafe Townsend logo is not clearly visible because it's black and transparent against a dark background. You decide to place a lighter colored rectangle behind the logo to make it stand out more.

1. In the Layers panel, select the Logo layer.

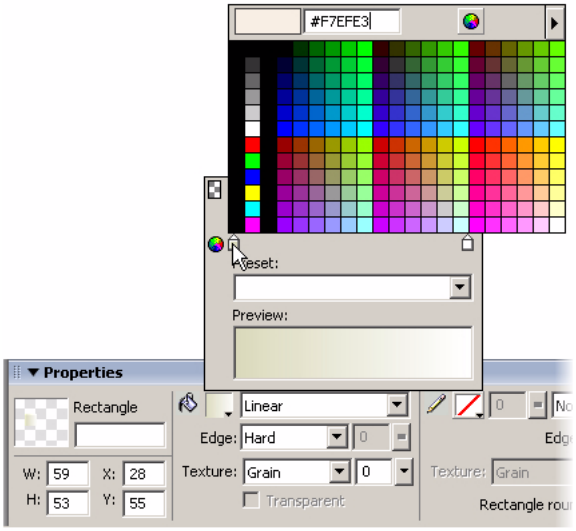
2. In the Tools panel, select the Rectangle tool.



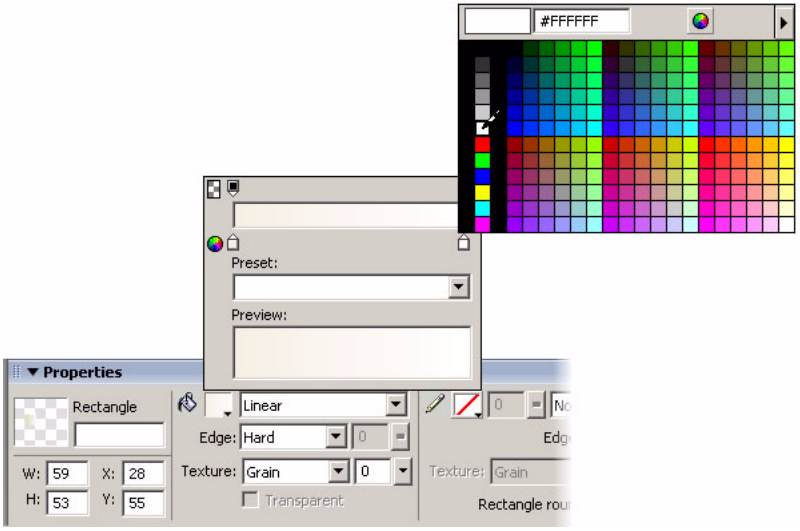
3. In the Property inspector, set the following properties for the tool:
   a. Click the Fill Category box and select Gradient > Linear.



b. Click the Fill Color box next to the bucket icon and then click the button just above the Preset label in the dialog box that appears.



A pop-up window appears to let you pick the first gradient color.



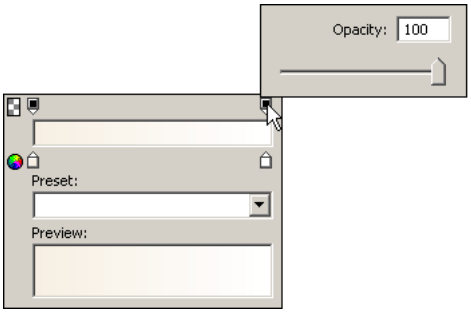
c. Type **F7EFE3** in the text box at the top of the window, and then press Enter.

   The beginning color of the gradient changes to reflect your color choice.

d. Click the second gradient color button (on the right side of the dialog box) and click the white swatch with the eyedropper pointer.

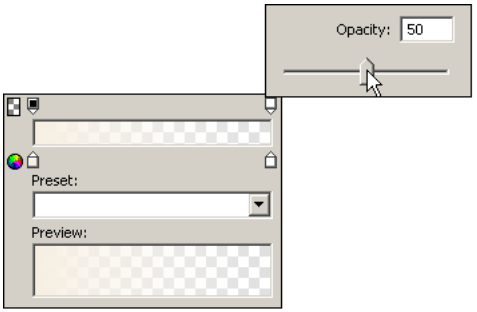
   The ending color of the gradient changes to reflect your color choice.

e. Click the Opacity button for the second gradient color, in the upper-right corner of the dialog box:



   The Opacity pop-up window appears.

f. Use the slider to set the opacity of the second gradient color to 50%.



4. Press Enter to accept the settings, and then draw a rectangle over the Cafe Townsend logo in the banner.

   When you release the mouse button, a semi-transparent rectangle appears over the logo.

5. Select the Pointer tool (or press V) and drag the blue corner points of the rectangle to position and resize the rectangle so that it is within and slightly smaller than the logo.

   The rectangle obscures the logo beneath it. You want to change the stacking order of the two objects so that the rectangle is beneath the logo.

6. In the Logo layer of the Layers panel, drag the rectangle object so that it is below the logo object (called "Group: 3 objects").

   The logo is now properly displayed, with the rectangle highlighting rather than obscuring the logo.

7. Save your work.

TIP

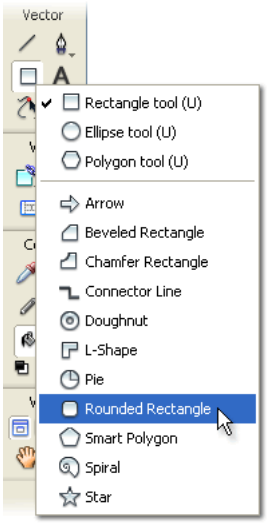
Increase the document magnification to fine-tune your work

Create an outline around the banner

You want to create a black outline around the banner. To create this effect, you decide to use a rounded rectangle as a vector mask.

A vector mask crops or clips the underlying object to the shape of its path, creating a cookie-cutter effect.

1. Select the Background layer in the Layers panel.
2. Select the Rounded Rectangle tool in the Vector section of the Tools panel.



3. In the Property inspector, set the following properties for the tool:
   - Select None from the Fill Category pop-up menu.
   - Click the Color box next to the pencil icon and set the stroke color to a light gray such as #666666.
   - Set the stroke tip size to 1 and the stroke category to 1-Pixel Soft.
4. On the canvas, draw and position the rounded rectangle inside the banner.

   The area that falls outside the rounded rectangle will be black, forming the banner's outline.

   Use the blue selection points to adjust the size of the shape. Use the yellow diamond-shaped control points to adjust the roundness of the corners.

5. With the rounded rectangle still selected, select Edit > Cut.

6. In the Layers panel, select the background photo (called “Bitmap”) on the Background layer.

   You want to apply the mask to this object.

7. Select Edit > Paste As Mask to apply the mask to the photo.

   On the canvas, the area covered by the rounded rectangle is visible. The area outside it is masked.

   In the Layers panel, a mask thumbnail appears next to the background photo. The green highlight around the mask thumbnail indicates that it is selected.

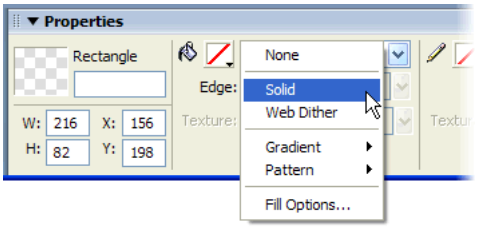
8. Save your work.

Create a slanted edge effect

You want to create a slanted edge effect in the banner, as shown in the banner sketch (see “Review your task” on page 61). To produce this effect, you decide to create a shape and use it as a mask.

1. In the Layers panel, select the Graphics layer.
2. In the Tools panel, select the Pen tool.

3. In the Property inspector, set the following properties for the Pen tool:
   - Click the Stroke Color box next to the pencil icon and click the Transparent button.
   - In the Fill Category pop-up menu, select Solid.



   - Click the Fill Color box next to the bucket icon and select the black swatch with the eyedropper pointer.
4. In the Document window outside the canvas, click four times to draw a rectangular shape, and then click on the first point to close the shape.

   Your rectangle should be a little taller than the banner graphic and about a third of its length.
5. Select the Pointer tool (or press V) and move the shape so that it covers the left side of the banner.

NOTE

Because the shape is on the Graphics layer, it obscures the background image but not the logo. According to the stacking order shown in the Layers panel, the Logo layer is above the Graphics layer while the Background layer is below it.

6. Select the Subselection tool (or press A) and click the shape's anchor points to adjust its shape so that its right side is slanted, as follows.

7. Save your work.

Add a tag line to the banner

Next, you need to add the company's tag line, Nouveau World Cuisine, to the banner.

1. In the Layers panel, select the Graphics layer.
2. Select the Text tool in the Tools panel.
3. In the Property inspector, set the following properties for the tool:
   - Select Arial from the Font pop-up menu.
   - Enter **14** as the font size.
   - Click the Bold button.
   - Click the Color box, type **F7EFE3** as the text color, and then press Enter.
   - Click the Left Alignment button.
4. Click below the logo graphic and type **Nouveau World Cuisine**.

5. Click once outside the text block to apply your text entry.

   Fireworks creates a new text object on the Graphics layer whose default name matches the text you typed. This feature gives you the ability to quickly identify the text objects you use in your composition.
6. Save your work.

Export an optimized image file

Now that you completed the banner graphic, you're ready to optimize and export the image as an JPEG file.

ABOUT...

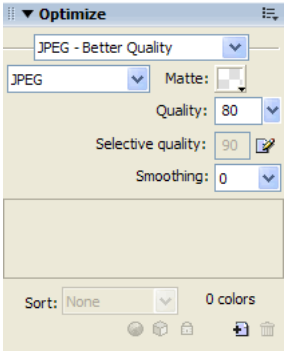
The ultimate goal in web graphic design is to create great-looking images that download as fast as possible. To do that, you must reduce the file size of your image while maintaining its quality as much as possible. This balancing act is *optimization*–finding the right mix of color, compression, and quality.

Optimize and preview the image

Before you export any document from Fireworks, you should always optimize it. Optimizing ensures that an image is exported with the best possible balance of compression and quality.

1. If the Optimize panel isn't already open, select Window > Optimize to open it.
2. From the Settings pop-up menu, select JPEG – Better Quality.

   The options in the panel change to reflect the new setting.



   These settings can be changed, but for this tutorial you use the default settings.

3. Click the Preview button near the top left of the Document window.

   Fireworks displays your document as it will appear when exported with the current settings.

   At the lower left of the window, Fireworks displays the size of the exported file and the estimated time it will take to display the image when viewed on the web.

NOTE

While previewing the image, you can try different quality settings in the Optimize panel and see their effects on the image.

Export the image

After choosing your optimization settings, export the image as a JPEG file.

1. Select File > Export.

   The filename listed has a .jpg extension. Fireworks chose this file format because you selected it in the Optimize panel.

2. Browse to the following folder on your hard disk:

   local_sites/cafe_townsend/images/

3. Ensure that the Save As Type (Windows) or Save As (Macintosh) pop-up menu reads Images Only, and click Export.

   The JPEG file is exported to the images folder.

   Remember that the PNG file is your source file, or working file. Although you exported your document in JPEG format, you also must save the PNG file so that any changes you made will be reflected in the source file too.

4. Select File > Save to save the changes to the PNG file.

View the exported image

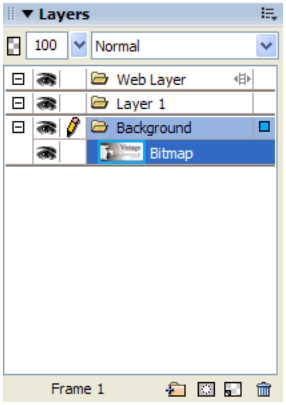
Your banner graphic is done. Compare the JPEG file created during the export process to the PNG file you worked on.

- In Fireworks, select File > Open, browse to the images folder, and double-click the banner_graphic.jpg file.

NOTE

If the file doesn't appear in the images folder, select JPEG from the Files of Type pop-up menu.

The JPEG image opens in Fireworks. Because JPEG images are bitmaps, all your objects and layers are flattened in the Layers panel.



Also, the Property inspector displays only a few properties. All the properties available in the PNG file are no longer available in a JPEG file.

You still have your source PNG file, so if you need to do more work on the design, you can edit the PNG file and export it again. A PNG file always remains fully editable even if you export the image to another format, such as JPEG.

In this tutorial, you accomplished the work required to create a banner graphic in Fireworks. You learned how to create a new document and import images. You also worked with layers, shapes, masks, and text. Finally, you optimized and exported the completed image.

For detailed information about any of the features covered in this tutorial, and for information on additional Fireworks features, see *Using Fireworks*.

CHAPTER 7

Tutorial: Creating a Web Page

7

This tutorial will guide you through the basic tasks of designing and creating a web page with Macromedia Fireworks 8. You'll also learn to create interactive elements such as buttons, rollovers, and pop-up menus.

Before you begin, you must create a working folder. For instructions, see "Create a working folder" on page 30.

In this tutorial, you'll complete the following tasks:

View the completed web page 81
Open the source file. 82
Import an image 83
Slice the document 84
Create a rollover 87
Create buttons for a navigation bar 91
Create and edit a pop-up menu 99
Optimize the document 108
Export HTML 111
Test the completed file 115

View the completed web page

First, look at the completed tutorial file to see how your finished project will appear after you export it as an HTML file.

1. Start your web browser.
2. With your file browser, locate and open the following folder on your hard disk:

   local_sites/global/Complete/

3. Select the final.htm file and drag it to the open browser window.

   For this tutorial, you will complete a partially finished version of this page for Global, a rental car company.
4. (Internet Explorer) If the browser displays a message that it has restricted the file from showing active content, click the message for options and select Allow Blocked Content.
5. Move the pointer over the large Vintage graphic on the right side of the page.

   When the pointer moves over the graphic, another image on the page changes. This is called a *disjoint rollover*.
6. Move the pointer across the navigation bar along the top of the page.

   The buttons change in response to the pointer passing over them.
7. Click the Rates button to test the link.

   The link takes you to the Fireworks page at www.macromedia.com, but you will enter your own Uniform Resource Locator (URL) for this and other items as you complete the tutorial.
8. Use your browser's Back button to return to the final.htm page.
9. Move the pointer over the Worldwide Airports graphic. A pop-up menu appears. Move the pointer over each item in the menu, including the first item, which contains a submenu.
10. Click United States to test the link, and then return to the final.htm page.
11. When you finish viewing the web page, you can either close it or leave it open for reference as you complete the tutorial.

NOTE

The Complete folder also includes the PNG file from which the HTML file is generated. To view this file, double-click final.png.

Open the source file

After viewing the final.htm file in a browser, you're ready to begin.

1. In Fireworks, select File > Open, and then browse to the following folder on your hard disk:

   local_sites/global/Start/
2. Double-click the global.png file to open it in Fireworks.

3. Select File > Save As and save the file in the following folder:
   local_sites/global/

NOTE

Saving the file in another location prevents you from overwriting the original file in case you need to start over.

Import an image

After opening and saving the unfinished design for the Global web page, you add the large Vintage graphic to it.

1. Select File > Import, and then browse to the following folder:
   local_sites/global/Assets/
2. Select vintage.jpg and click Open.
3. Click anywhere in the empty, white area of the canvas to insert the graphic.
4. Drag the image so that it is positioned as shown in the following illustration.

5. Save your work.

Slice the document

Graphic designers use a process called *slicing* to cut an image into smaller pieces. Smaller images download more quickly over the web, so users can watch a page load progressively rather than waiting for one large image to download. In addition, slicing makes it possible to optimize various parts of a document differently. Slicing is also necessary for adding interactivity.

In this step, you create slices for some of the graphic elements on the web page. Later you'll add interactivity to these slices as well as set optimization and compression settings for them.

1. With the Vintage graphic still selected on the canvas, select Edit > Insert > Rectangular Slice.

   A rectangular slice is inserted on top of the graphic. Slices have a green overlay by default.

Slice: GIF
Vintage
CLASSIC RENTALS
Indulge yourself by traveling in a Vintage classic automobile, with a chauffeur to whisk you to any destination.
SPORTS - LUXURY - CONVERTIBLE - LIMOUSINE - ANTIQUE - NEO-CLASSIC - EXOTIC - ROADSTER

2. Click anywhere outside the slice to deselect it.

   Red slice guides define the slice, spanning the width and height of the document. When you created the slice, Fireworks autosliced the rest of the document for you.

NOTE

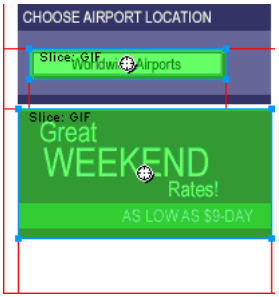
If you don't see the red slice guides, select View › Slice Guides.

3. Shift-click the Worldwide Airports button graphic and the Great Weekend Rates graphic on the left side of the document to select both at the same time.

4. Select Edit > Insert > Rectangular Slice, and then select Multiple in the message box that appears.

   This step allows you to insert multiple slices at the same time.

   Slices are inserted on top of each of the selected graphics. Adding more slices changes the layout of autoslices in the rest of the document.



5. Click anywhere outside the slices to deselect them.

   There is now a space between the Vintage slice and the Great Weekend Rates slice. This is a thin autoslice.

6. Place the pointer over the Vintage image's left slice guide.

   The pointer changes to the guide movement pointer, indicating that you can grab the slice guide and drag it. By dragging a slice guide, you can change the shape of a slice.

7. Select View > Guides > Snap to Guides to enable Snap to Guides if it is not already selected.

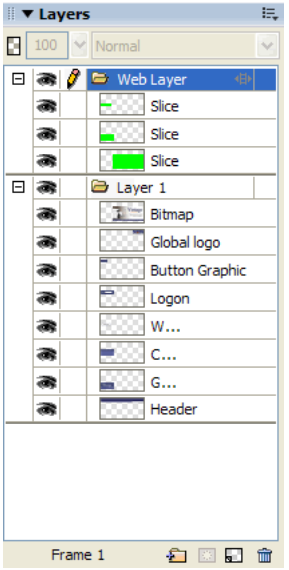
8. Drag the slice guide to the left until it snaps with the right slice guide on the Great Weekend Rates graphic, as shown in the following illustration:

9. Release the mouse button.

   The Vintage slice now extends all the way to the edge of the Great Weekend Rates slice, and the tiny autoslice is deleted. Think of slices as table cells in a spreadsheet application or word processor. For example, dragging slice guides to resize a slice resizes other slices just as dragging cell borders in a table resizes other table cells. If you drag a slice guide over and beyond autoslices, the slice guides merge and the unnecessary autoslices are deleted.

10. If the Layers panel is minimized or isn't visible, select Window > Layers to open it.

    At the top of the panel is the Web Layer. It contains all of a document's web objects. The three slices you created are listed here. The Web Layer is always the topmost layer in any document. It can't be moved, renamed, or deleted.



11. Save your work.

Create a rollover

Now that you sliced your document, you can create interactive elements. You decide to use two of your slices to create a rollover.

There are two kinds of rollovers: simple rollovers and disjoint rollovers. A simple rollover displays a different image when the pointer moves over it in a web browser. A disjoint rollover causes another image to change in a different part of the screen when the pointer moves over it. You'll create a disjoint rollover here.

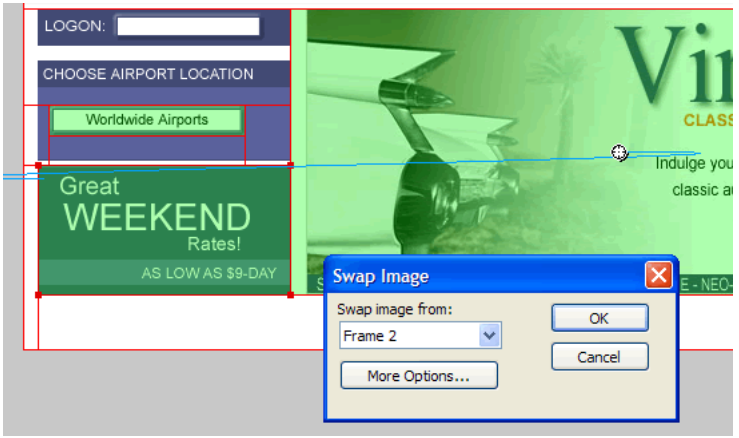
1. Select the slice that covers the Vintage graphic.

   The round icon in the center of the slice is called a behavior handle. It allows you to add behaviors, or interactivity, to a slice. If you are familiar with behaviors in Macromedia Dreamweaver, you'll recognize many of the same behaviors in Fireworks.

Slice: GIF
Vintage
CLASSIC RENTALS
Indulge yourself by traveling in a Vintage classic automobile, with a chauffeur to whisk you to any destination.
SPORTS - LUXURY - CONVERTIBLE - LIMOUSINE - ANTIQUE - NEO-CLASSIC - EXOTIC - ROADSTER
Behavior handle

   You can also apply behaviors by using the Behaviors panel. However, for simple interactivity like rollovers, it's faster and easier to apply a behavior by using the slice's behavior handle.

2. Drag the behavior handle onto the Great Weekend Rates slice, and release the mouse button.



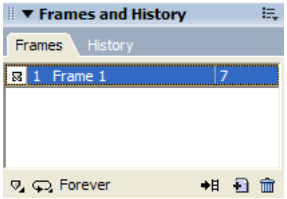
   A blue behavior line extends from the behavior handle to the corner of the slice, and the Swap Image dialog box appears.

3. Ensure that Frame 2 is selected in the Swap Image From pop-up menu, and click OK.

   When the pointer moves over the Vintage slice in a browser, the image in Frame 2 replaces the Great Weekend Rates graphic. The Vintage graphic is considered the trigger for the rollover effect, and the image that replaces the Great Weekend Rates graphic is considered the swap image.

   The next step is to add the swap image to Frame 2.

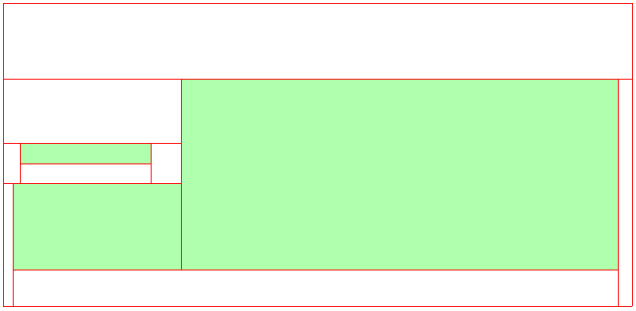
4. If the Frames panel is minimized or isn't visible, select Window > Frames to open it.



   The Frames panel lists the frames available in the current document. Currently there is only one frame in the document. The Frames panel is typically used for animation. In the case of rollovers, it is used to hold swap images.

5. Click the New/Duplicate Frame button at the bottom of the panel.

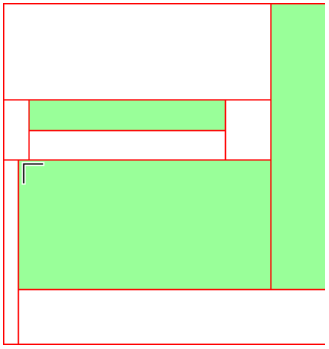
   A new frame, named Frame 2, is created in the Frames panel. As indicated by the workspace, the frame is empty except for the slices you inserted (slices are shared across all frames).



6. Select File > Import, and then browse to the following folder: local_sites/global/Assets folder.

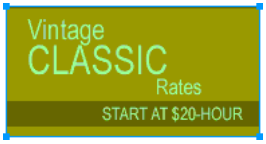
7. Select the rates.gif file and click Open.
8. Place the pointer over the slice where the Great Weekend Rates graphic was located in Frame 1.

   Align the pointer as best you can with the upper-left corner of the slice.

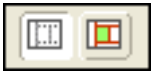


9. Click to insert the graphic.

   The Vintage Classic Rates graphic appears.



10. Click the Preview button at the top of the Document window, and hide the slices in the document by clicking the Hide Slices and Hotspots button in the Web section of the Tools panel.



11. Move the pointer over the Vintage graphic.

    The Great Weekend Rates image changes when the pointer rolls over the Vintage graphic.

12. When you are finished, click the Original button at the top of the Document window to return to normal view, and turn slices back on by clicking the Show Slices and Hotspots button in the Tools panel.

13. Save your work.

You have successfully created a disjoint rollover. You can create simple rollovers in a similar manner: When dragging a slice's behavior handle as you did in step 2, you simply drag it back onto the same slice.

Generally, web designers add a rollover effect to an image to provide users with a visual cue that the graphic is clickable. If the Global website were an actual site on the Internet, you'd probably want the Vintage and Rates images to link to other pages that provide more information. For the purposes of this tutorial, you leave the disjoint rollover as it is. You'll get plenty of practice attaching links to other web objects in the following section.

TIP If the image seems to jump a bit or the transition between graphics doesn't look smooth, hide the slices and adjust the position of the swap image in Frame 2 with the Property inspector. Its *x* and *y* coordinates should match the coordinates of the Great Weekend Rates image (11, 202).

Create buttons for a navigation bar

Buttons are web objects that link to other web pages. Their appearance typically changes depending on the user's mouse movement or other action, such as clicking, as a visual cue indicating interactivity. For example, a button may display a different rollover effect when the pointer moves over it than when it has been clicked.

A navigation bar—also known as a nav bar—is a series of buttons that appears on one or more pages of a website. Typically, all the buttons within a nav bar look the same, except for their text.

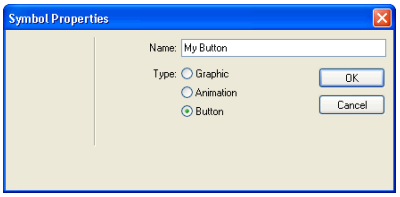
In this step, you create the buttons for the Global website nav bar.

Create a button symbol

The initial graphic and text for one button have already been created for you. You convert this graphic into a button symbol.

1. In Fireworks, select the button graphic labeled BUTTON TEXT in the upper-left corner of the document.
2. Select Modify > Symbol > Convert to Symbol.

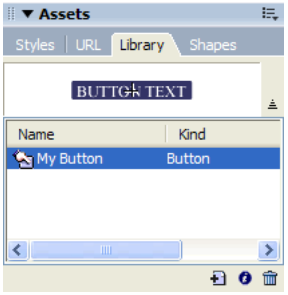
   The Symbol Properties dialog box appears.
3. Type **My Button** in the Name text box, select Button as the symbol type, and click OK.



   A slice appears on top of the button graphic, and a shortcut icon appears at the left of the slice. This indicates that the selection in the workspace is an instance of the symbol you just created. Symbols are like master copies of your graphics. When you change a symbol, all of the instances of that symbol in your document change automatically. Symbols reside in the library.

4. If the Library panel is minimized or isn't visible, select Window > Library.

   Your symbol is listed in the Library panel.

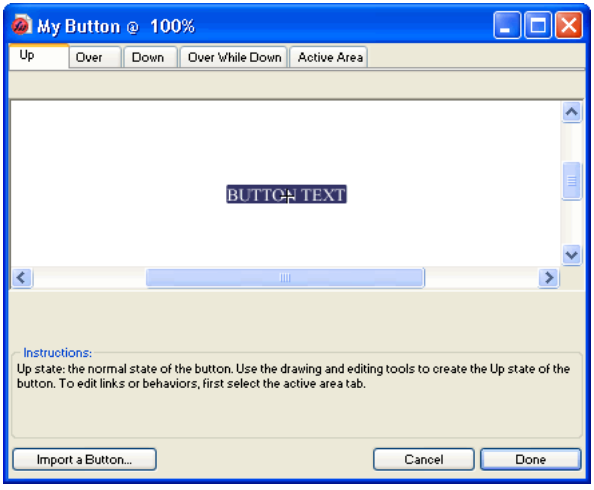


Create button states

Next you create various states for the button symbol. Button states are the different ways a button appears when rolled over or clicked in a web browser.

1. Double-click the button instance you created.

   The Button Editor appears with the button graphic displayed in the work area.


My Button @ 100%
Up
Over
Down
Over While Down
Active Area
BUTTON TEXT
Instructions:
Up state: the normal state of the button. Use the drawing and editing tools to create the Up state of the button. To edit links or behaviors, first select the active area tab.
Import a Button...
Cancel
Done

2. Click the tabs at the top of the Button Editor.

   The first four tabs represent the button states. The last tab, Active Area, represents the hot area on the button, or where a user must click or roll over to activate the button states. The active area is also the swap area for the button, or the area that changes with each button state. Currently there are no states for the button symbol other than the Up state, the state of the button before it is rolled over or clicked.

3. Click the Over tab, and then click the Copy Up Graphic button.

   The button graphic is copied from the Up tab. The Over state of a button is its appearance when the pointer rolls over it. To give users visual feedback, you decide to change the color of the rectangle behind the text.

4. Select the rectangle on the Over tab, making sure you select the rectangle and not the text.

   To select the rectangle, select the Subselection tool (or press A) and hover carefully over the left or right edges of the button graphic. The outlines of two overlapping objects should appear. The rectangle has 4 selection points while the text has 6 selection points. Carefully select the outline with 4 selection points. If the name of the object in the Property inspector is "Button rectangle," you successfully selected the rectangle.
5. Click the Fill Color box in the Property inspector and select black as the color.

   The rectangle is now black while the text remains white.
6. Click the Down tab at the top of the Button Editor, and click the Copy Over Graphic button.

   The button graphic is copied from the Over tab. The Down state of a button is its appearance after a user clicks it. This time you don't change the color of the rectangle; you leave it as it is.
7. Click Done in the Button Editor to apply your changes to the button symbol.
8. Click the Preview button in the Document window and test the button's states.

   Disable slices if necessary. When you are finished, click the Original button and enable slices again.
9. Save your work.

Create multiple button instances

Next you create more instances of the button symbol.

1. Select the button in the workspace if it isn't already selected.
2. Select Edit > Clone.

   A new instance of the button appears on top of the original button.
3. Hold down Shift while pressing the Right Arrow key repeatedly to move the new instance to the right.

   Holding down the Shift key moves the instance in 10-pixel increments. If necessary, use the arrow keys alone to move the selection one pixel at a time.

Position the instance to the immediate right of the original instance, but not overlapping, as shown in the following illustration:

4. Clone two more instances of the button, and position each to the right of the previous instance.

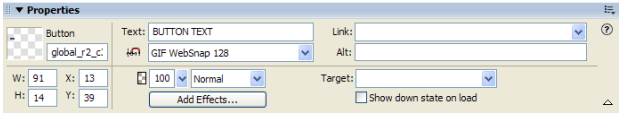
As a shortcut, you can press Alt (Windows) or Option (Macintosh) while dragging the selected instance with the pointer to make a copy of it. After positioning the new instance to the immediate right of the previous instance, select Edit > Repeat Duplicate to automatically create and place another copy of the instance.

Change button instance text

Now that you created all the buttons for your nav bar, you need to give each button unique text. You can easily change the text on a button instance by using the Property inspector.

1. Select the button instance at the far left.

   Properties for the button instance appear in the Property inspector. With the exception of the Export Settings pop-up menu, these properties apply to the selected instance only. Making changes here will not affect the original button symbol in the library.



2. In the Property inspector, replace the text in the Text box with the word **HOME** in uppercase letters. Then press Enter.

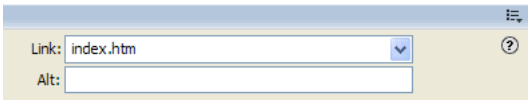
   The text on the button changes to reflect your entry.

3. For the remaining three buttons, change the button text to **VEHICLES**, **RATES**, and **CONTACT US**, respectively.

Assign URLs to the buttons

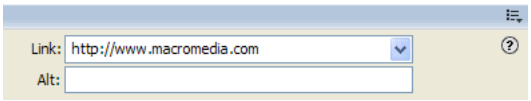
Next you assign a unique URL to each button instance. A URL is the address or location of a page on the web. You can easily assign URLs to buttons by using the Property inspector.

1. Select the button instance labeled Home.
2. Enter **index.htm** in the Link text box of the Property inspector.



When clicked in a web browser, the Home button will jump to a page called index.htm. You'll discover later in the tutorial why you linked the Home button to this page.

3. Select the Vehicles button instance and enter your favorite URL in the Link text box of the Property inspector.



For the purposes of this tutorial, any working URL will suffice. If you were creating a real website, you would enter the URL that you wanted the Vehicles button to jump to.

NOTE

Be sure to enter the URL of an actual website, so that you can test your button links later.

4. Assign a URL to each of the remaining button instances. Once again, any working URL will suffice.
5. Select File > Preview in Browser, and then select a browser.

NOTE

If no browser is listed, you must select a browser by selecting File › Preview in Browser › Set Primary Browser.

To test button links, you must preview the document in a browser.

When the document opens in your browser, test the buttons you created. Except for the Home button, which links to a file you haven't created yet, each button should jump to the link you specified in Fireworks.

Edit the button symbol

Next you modify the original button symbol. The changes you make will be automatically applied to all the button instances in your nav bar.

You may be wondering what the original button symbol looks like now that you changed the text on several of its instances.

1. Double-click any of the button instances in the workspace.

   The Button Editor appears with the original button symbol and text displayed in the workspace. The original button symbol is still intact and displays the original text.

   When you changed the text of each button in the workspace, you only edited a button instance. If you make any changes here to the rectangle or to text appearance, you will be editing the original symbol, so those changes will be reflected in all the instances in the workspace.
2. Click the Over tab.
3. Select the black rectangle.

   To select the rectangle, select the Subselection tool (or press A) and carefully select the outline with 4 selection points, not the one with six. If the name of the object in the Property inspector is "Button rectangle," you successfully selected the rectangle.
4. Click the Fill Color box in the Property inspector, enter **FF6633** as the color value, and then press Enter to apply the color change.

   The rectangle is now orange.
5. Click Done in the Button Editor to apply the change to the button symbol.
6. Click the Preview button in the Document window and test the buttons.

   Each button's Over state is now orange. You changed only the button symbol, but the change was applied to all the button instances in your nav bar.

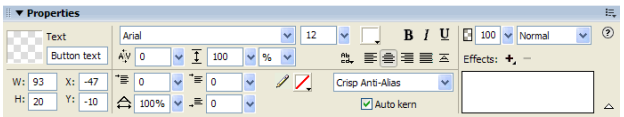
7. Click the Original button in the Document window and double-click any button instance in the workspace.

   You decide to change the appearance of the text in the button symbol.

8. In the Up tab, select the button text.

   To select the text, select the Subselection tool (or press A) and carefully select the outline with 6 selection points, not the one with four. If the name of the object in the Property inspector is "Button text," you successfully selected the text.

9. In the Property inspector, select Arial as the font.



10. Repeat this step for each button state.

11. With the Text tool, double-click the text block in the Button Editor, and delete the word BUTTON.

12. Click the Pointer tool in the Tools panel to deselect the text block.

13. Click Yes in the message box that asks whether you want to change the text in the other button states.

    Examine the various button states in the Button Editor. The text changes in one state are reflected across all the button states. Compare this to when you changed the font; you had to change it in each state. That's because you can apply different graphical and text attributes to each state of a button. This is useful if you want the text color to change when a user rolls over a button, for example.

14. Click Done to exit from the Button Editor.

    The font on each button instance changes to reflect the new font selection, but the text remains the same. Button instances reflect only the changes you make to a button symbol's graphical appearance, including its text attributes, but not changes you make to the text itself.

    Button symbols enable you to change the graphical appearance of all button instances in a nav bar quickly, while preserving each instance's unique text.

15. Save your work.

Create and edit a pop-up menu

A pop-up menu is a menu that appears when you move the pointer over a trigger image in a browser. It contains a list of items that link to other web pages.

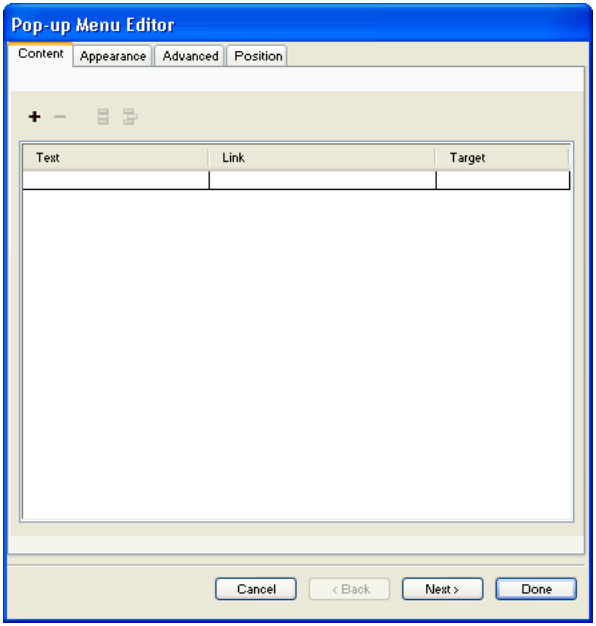
In this section, you create and edit a pop-up menu that lists Global's airport locations.

Create pop-up menu list items

You start by creating the menu list items with the Pop-up Menu Editor.

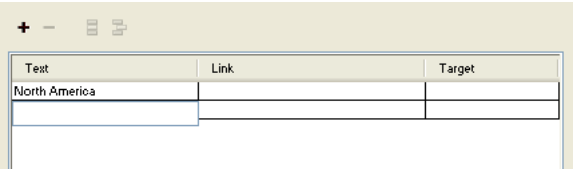
1. Select the slice that covers the Worldwide Airports graphic.
2. Select Modify > Pop-up Menu > Add Pop-up Menu.

   The Pop-up Menu Editor appears.

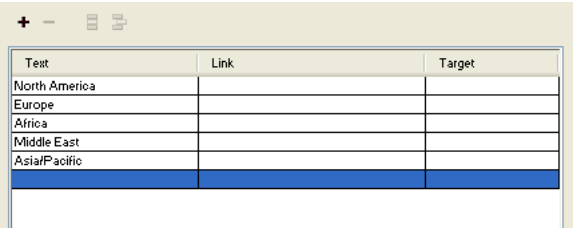


3. Double-click the first field in the Text column, type **North America**, and then press Enter.

   The next field in the column is highlighted, ready for you to create another entry.

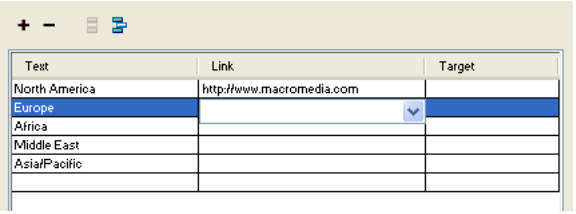


4. Type **Europe** and press Enter.
5. Create three more entries for Africa, Middle East, and Asia/Pacific.



6. Double-click the first field in the Link column, enter a working URL of your choice, and then press Enter.

   For the purposes of this tutorial, any URL will suffice. Be sure it's an actual URL so that you'll be able to test your links later.



7. Enter URLs for the remaining entries.

NOTE	There is always one extra line at the bottom of the entry list in the Pop-up Menu Editor. It's there so you can easily add new entries without having to click the Add Menu button.

8. Click Done to close the Pop-up Menu Editor.

   In the workspace, an outline of your pop-up menu appears attached to the slice.

9. To test your pop-up menu, select File > Preview in Browser, and then select a browser to preview the document.

NOTE

Pop-up menus must be previewed in a browser; they aren't visible on the Preview tab in Fireworks.

   When the document opens in your browser, move the pointer over the Worldwide Airports graphic. The pop-up menu you created appears. Click each entry to test the links.

10. Save your work.

Customize the pop-up menu

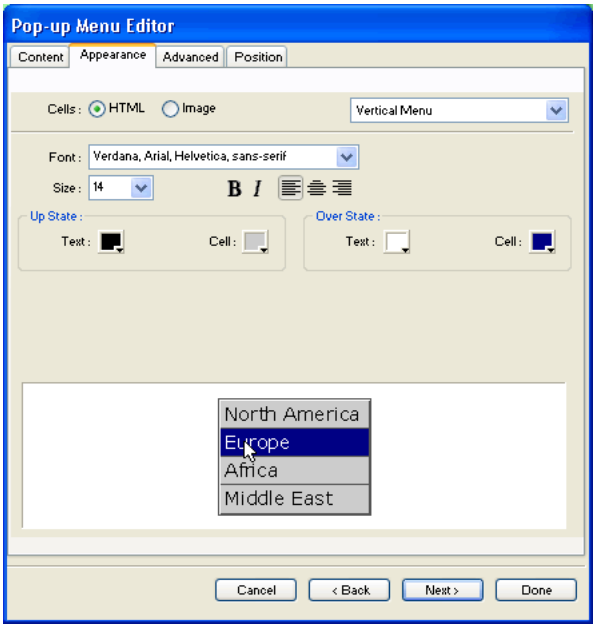
You return to the Pop-up Menu Editor to modify the appearance of the pop-up menu.

1. In Fireworks, double-click the pop-up menu outline.

   The Pop-up Menu Editor appears with your entries displayed.

2. Click the Next button.

   The Appearance tab appears. This is where you can change the colors and fonts used in pop-up menus.

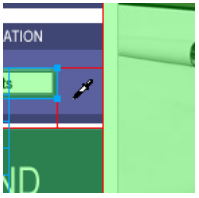


3. Select HTML as the cell type and Vertical Menu as the alignment.
4. Select Verdana, Arial, Helvetica, and sans-serif as the font and 12 as the font size.

5. In the Up State section, set the text color to black, if black is not already selected. Then click the Cell color box. If CCCCCC is not already displayed in the text box at the top of the color pop-up window, type **CCCCCC** and press Enter.

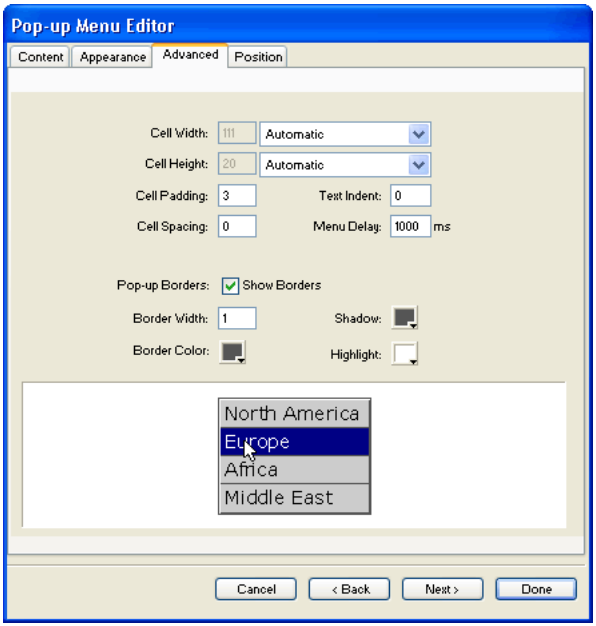
   These color values are the default colors selected in the Pop-up Menu Editor if you've never created a pop-up menu before. After you change these colors, they will be used every time you create a pop-up menu, until you choose other colors.

6. In the Over State section, set the text color to white if it's not already selected, and click the Cell Color box. Click the eyedropper pointer on the blue rectangle on the canvas that surrounds the Worldwide Airports graphic, as shown in the following illustration:



7. Click the Next button.

   The Advanced tab appears. The Advanced tab allows you to change various cell and border properties. You decide to increase the cell width to make the pop-up menu appear wider.



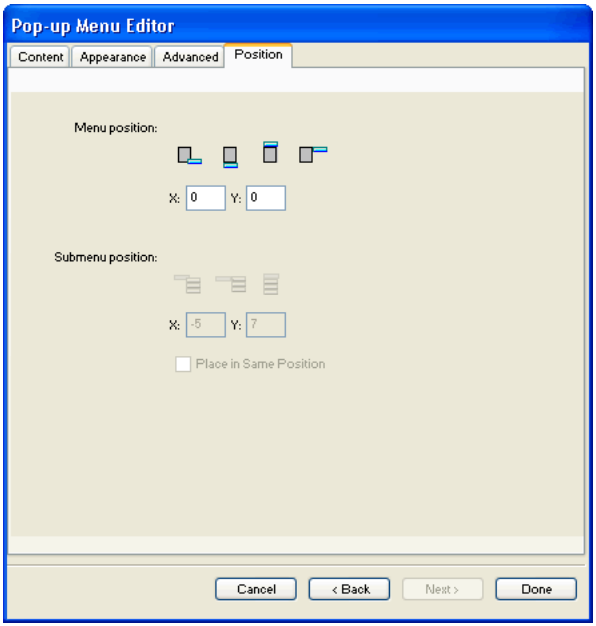
8. From the Cell Width pop-up menu, select Pixels.

   This step activates the Cell Width box.

9. Enter **137** as the cell width.

10. Select Automatic from the Cell Height pop-up menu, and click the Next button.

    The Position tab appears. This is where you can specify the position of the pop-up menu on the screen. Coordinates of 0,0 mean that the upper-left corner of the pop-up menu will align with the upper-left corner of the slice that triggers it. There are also several preset positions you can choose from.



11. Enter 3 in the X and Y Menu Position boxes, and then click Done.

NOTE

You can also reposition a pop-up menu by dragging its outline in the workspace.

12. Preview your pop-up menu changes in a browser.

    Move the pointer over the Worldwide Airports graphic. The pop-up menu is positioned differently and appears wider. Roll over each entry in the menu to see your color changes.

13. Save your work.

Edit the pop-up menu

Next you use the Pop-up Menu Editor again to add another entry to the pop-up menu. You also change the order of entries and add a submenu.

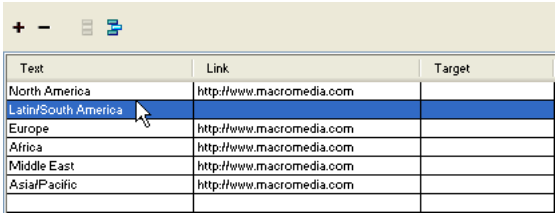
1. In Fireworks, double-click the pop-up menu outline.
2. Select the Europe entry.
3. Click the Plus (+) button above the entry list to insert a blank menu item.
4. Double-click the Text field of the new entry, enter **Latin/South America**, and then click anywhere outside the Text field to apply the entry.

The Americas are not together in the list.

5. Drag the Latin/South America entry up one line and release the mouse button.

   As you drag, a black line indicates where the entry will be dropped if you release the mouse button at that point.

   The entry is dropped where you specified.



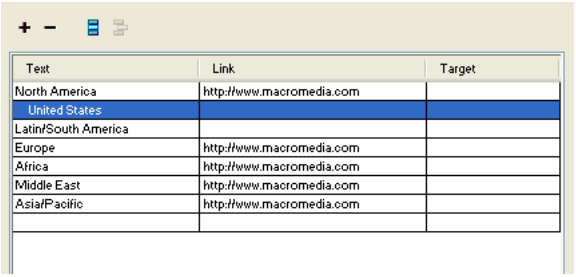
6. Select the North America entry and click the Plus (+) button to add another menu item.
7. Double-click the Text field of the new entry, enter **United States**, and then click anywhere outside the entry fields.

NOTE

Be careful not to select another entry.

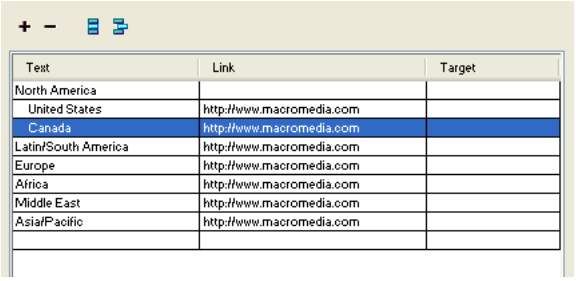
8. Select the United States entry if it's not already selected, and click the Indent Menu button.

The entry is indented beneath the North America entry.



9. Click the Plus (+) button again, and create a new entry for Canada.

You've just created a submenu that will appear when you roll over the North America entry in a browser.



10. Assign URLs to all the new entries.

Optionally, you can delete the link for North America, because users will be selecting items from its submenu.

11. Click Done to close the Pop-up Menu Editor, and then preview the pop-up menu changes in a browser.

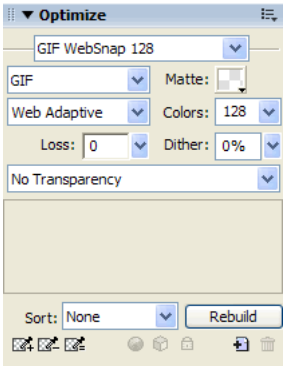
12. Save your work.

Optimize the document

Your document is almost ready for the web. The only thing you need to do before exporting it is to optimize it. Before you export any document from Fireworks, you should always optimize it. Optimizing ensures that your graphics will be exported with the best possible balance of compression and quality.

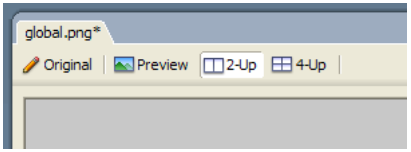
When different kinds of graphics are in the same document, it's a good idea to choose an appropriate file format and compression setting for each. The Global web page comprises a variety of elements: bitmaps, vector objects, and text.

1. If the Optimize panel is minimized or isn't visible, select Window > Optimize to open it.



   Fireworks chooses GIF as the default export file format and Websnap Adaptive as the default color palette. Most of the graphics on the Global Rental Cars web page will be fine using these settings. The Vintage bitmap image, however, contains a photograph and a gradient. Because of this image's complex color variations, it is best exported in another format.

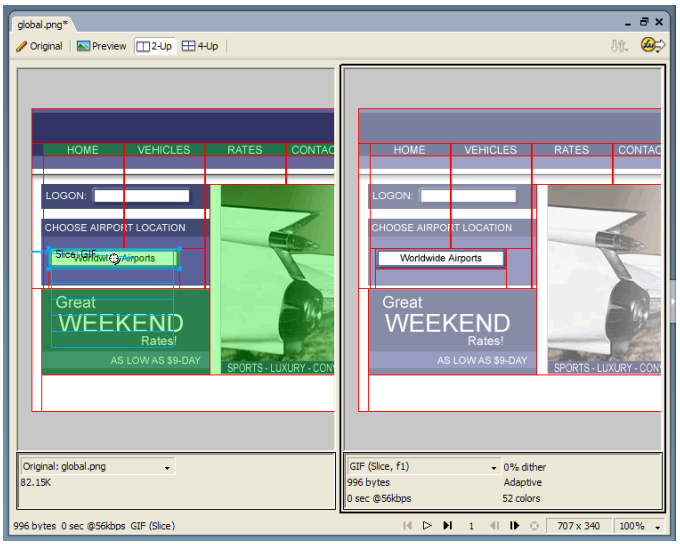
2. In the Document window, click the 2-Up preview button.



The 2-Up button allows you to view the results of your optimization settings and compare them with the original. By now you probably noticed the white slice overlay each time you use one of the Preview views. The overlay allows you to focus on just the area you want to optimize.

3. In the preview on the right, click the slice for the Vintage image.

   The slice overlay disappears so that you can view the image beneath the slice. At the bottom of the preview, the export file format for the selected slice appears, as well as the estimated export file size and the amount of time the graphic will take to download from the web.



4. Hide the slices for a moment by clicking the Hide Slices and Hotspots button in the Web section of the Tools panel.

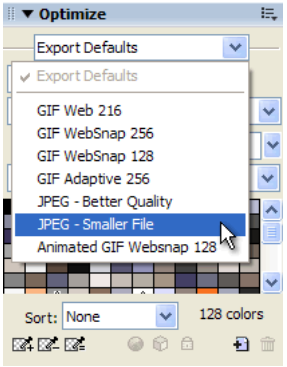
   This step allows you to compare the preview with the original and see the difference between the two graphics. The preview on the right has bands in the gradient.

5. Enable slices again, and click the Vintage image in the left pane with the Pointer tool.

TIP

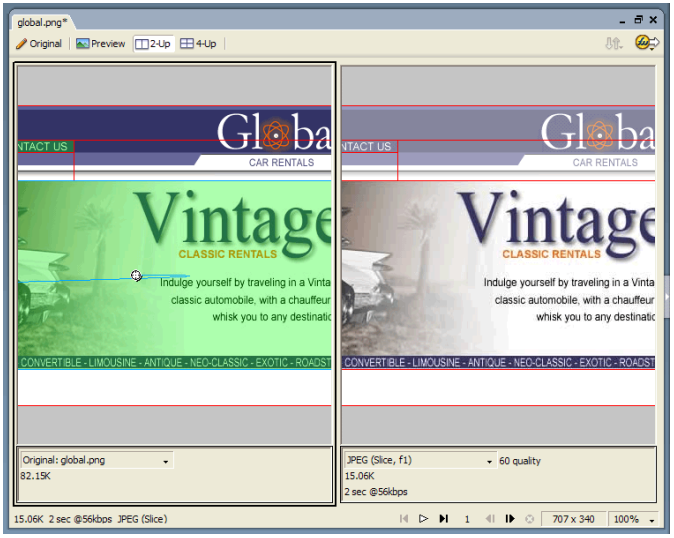
Use the Hand tool in the View section of the Tools panel to view more of the image if it's not entirely visible.

6. In the Optimize panel, select JPEG – Smaller File from the Settings pop-up menu.



The gradient bands are now gone in the right pane, and the file size has decreased significantly. That's because photographs and images with complex color variations are better optimized and compressed as JPEG files than as GIF files.

Now that the file size has been decreased, the image has become fuzzy.



7. To improve the appearance of the bitmap, drag the Quality slider in the Optimize panel to 77 and set the Smoothing option to 0.

   The bitmap is much clearer, but the file size has also increased. However, it is still an improvement over the file size when the image was optimized as a GIF file.

8. Click the Original button to return to normal view.
9. Save your work.

Export HTML

HTML, or Hypertext Markup Language, is the primary method used on the Internet to create and display web pages. You don't need to understand HTML to use Fireworks, but it helps to keep in mind that Fireworks slices become cells in an HTML table when the slices are exported.

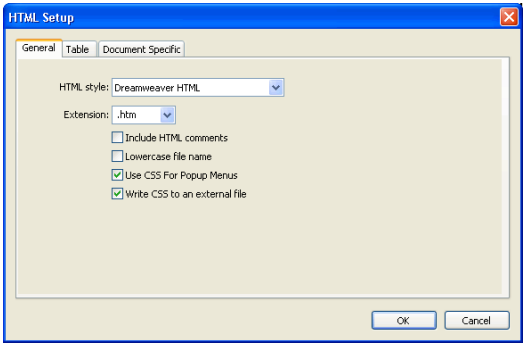
In this section you export and view your finished document in a web browser. You also examine the HTML code that Fireworks exports.

Set HTML preferences

Before you export the document, you need to set HTML export preferences.

1. Select File > HTML Setup.

   The HTML Setup dialog box appears. The options you set in this dialog box will affect all future Fireworks documents you create, except the options on the Document Specific tab.



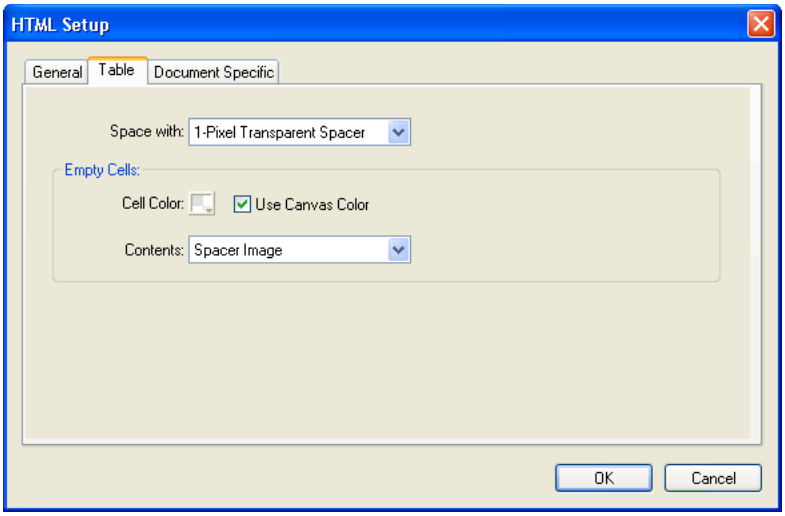
2. On the General tab, select an HTML style.

   If you use an HTML editor such as Macromedia Dreamweaver or Microsoft FrontPage, select it from this pop-up menu. Doing so allows you to easily open and edit the exported file in that HTML editor. If you don't use an HTML editor or you use one that's not in this list, select Generic HTML.

3. Select .htm as the file extension.

4. Click the Table tab.

   The Table tab allows you to change HTML table properties.

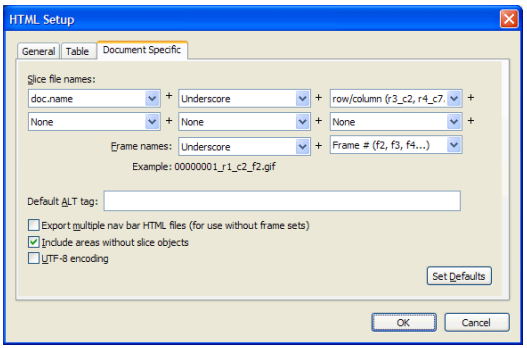


5. In the Space With pop-up menu, select 1-Pixel Transparent Spacer.

   When you select this option, Fireworks exports a graphic file called spacer.gif, which is a 1-pixel transparent image. Web designers use spacers to aid in page layout. They hold empty HTML table cells open. Without spacers, empty HTML table cells collapse, altering your intended page layout. You'll see the spacer.gif file later when you view your exported files.

   You don't need to understand spacers, but it's useful to know about this option if you want to use them in the future.

6. Click the Document Specific tab.



The Document Specific tab allows you to select a variety of document-specific preferences, including a customized naming convention for your exported files. Remember that the options you set here apply only to the current Fireworks document.

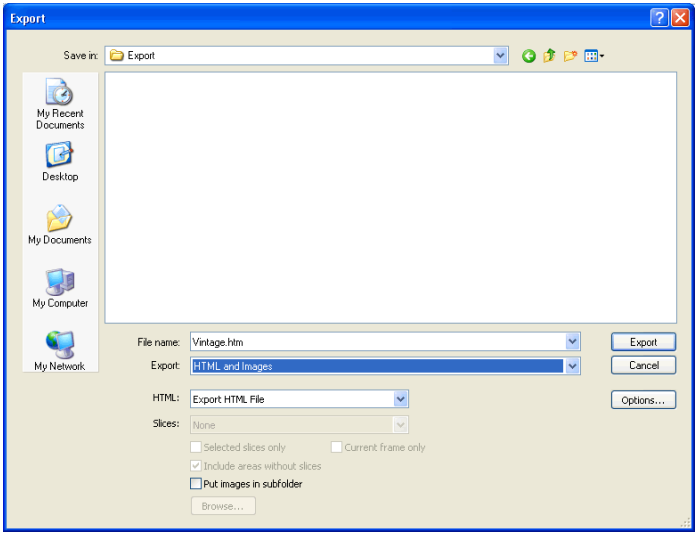
7. Click OK to accept the settings on the Document Specific tab and close the HTML Setup dialog box.

TIP You can apply the settings on the Document Specific tab to all new documents by clicking the Set Defaults button.

Export the document to HTML format

Your document is now ready for export.

1. Select File > Export.



2. In the Export dialog box, browse to the following folder on your hard disk:

   local_sites/global/

3. Ensure that HTML and Images is selected in the Export pop-up menu, and enter **index.htm** as the filename. Naming the home page index.htm is a common convention used on the web. Many browsers will even automatically display the index.htm page when a URL lists a location but not a page name.

   Additionally, earlier in the tutorial you assigned the Home button a URL of index.htm. Currently there is only a single page on the Global website, so linking this page to itself may not make much sense at this point. But if you create other pages for this site in the future, you can use the navigation bar on all the pages, providing users with a consistent navigation method.

4. Ensure that Export HTML File is selected in the HTML pop-up menu and Export Slices is selected in the Slices pop-up menu.

5. Select the following options, leaving all the others deselected:
   - Include Areas Without Slices
   - Put Images in Subfolder

   When you select Put Images in Subfolder, Fireworks allows you to choose a folder in which to store your exported graphic files. Fireworks creates the folder for you if it doesn't exist. If you don't choose a folder, Fireworks chooses a folder named **images** by default. For this tutorial, accept the default setting.
6. Click Export.

   The files are exported to the location you specified.
7. Select File > Save to save your source PNG file.

Test the completed file

Your files have been exported, so it's time to view what you created.

View the list of exported files

First, you examine the list of files that Fireworks exported. The new files created during the export process appear in your global folder.

1. Open your file browser and go to the global folder.

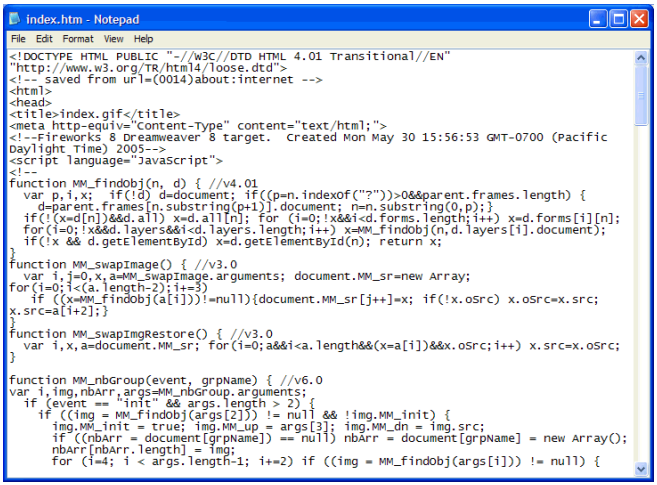
   Fireworks created an HTML file there called index.htm. This is the home page for the Global website. Fireworks also created a file called mm_menu.js, which contains the code necessary to display pop-up menus.
2. Open the images subfolder.

   Fireworks also exported graphic files for all your artwork. Each slice in Fireworks is exported as its own separate graphic file. There are several GIF files and one JPEG file. The JPEG file is the bitmap image you optimized. The file called spacer.gif is the result of the spacing option you selected in the HTML Setup dialog box and is used to aid in page layout.

View the Fireworks HTML file in a browser

Now that you examined the exported files, you're ready to test the web page in a browser.

1. From the global folder, drag the index.htm file to an open web browser.
2. In the browser, click the buttons you added to test the links, and then return to the index.htm file.
3. Test the other features that you added.
4. Open the index.htm file in a text editor such as Notepad (Windows) or TextEdit (Macintosh) and scroll through the source code.



If you know HTML and JavaScript, you will recognize the code that Fireworks created for you. If you don't know HTML and JavaScript, you can appreciate that Fireworks gives you no compelling reason to learn either.

In this tutorial, you followed the production workflow for creating a web page with Fireworks. You learned how to open a document, import graphics into it, and slice the document. You also created a rollover, buttons, and a pop-up menu. Finally, you learned to optimize and export your completed document.

For detailed information about any of the features covered in the tutorial, and for information on additional Fireworks features, see *Using Fireworks*.